

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXX.

NEW YORK, FEB. 7, 1900.

No. 6.



**HELD UP**

are the advertisers who do not receive the largest circulation for their money. In purchasing your newspaper space, be as careful to get "the best on the road" as is the crafty highwayman who takes great pains to capture none but the "paying" victims.

NEW "MPS" THE BEST ON THE ROAD  
FEB 6 1900  
STATE LIBRARY

# THE RECORD

IT HAS BY FAR THE LARGEST CIRCULATION OF THE NEWSPAPERS IN THE STATE, THE AVERAGE IN JANUARY, 1900, BEING

Daily, - 190,000; rate, 25c. per line.  
Sunday, 148,000; rate, 20c. per line.

THE PHILADELPHIA RECORD'S great popularity is indicated by the fact that both its subscribers and advertisers are constantly on the increase.

THE RECORD  
PUBLISHING COMPANY,  
PHILADELPHIA, PA.



# Sustains and Holds THE INTEREST OF THE KEENEST BUSINESS MEN

PRINTERS' INK numbers among its readers the keenest business men of earth, whose interest it sustains and holds. Yet nothing is published in its columns the logic of which is not digestible by the most callow beginner. No other journal can fill its place, for its readers know wheat from chaff, and can also distinguish the highest from the inferior grades.

D. D. MARTIN,  
Secretary Larkin Soap Mfg. Co.

BUFFALO, N. Y.

The information given by PRINTERS' INK on the plans, the methods, the buying of space as well as the writing of advertising matter proves valuable to the man who advertises or thinks of the matter seriously.

It stimulates his own thoughts and brings to the surface his abilities for making a successful advertising campaign.

PRINTERS' INK is published every Wednesday.

Subscription, one year, \$5.00.

Sample copy mailed on receipt of 10 cents.

#### A D D R E S S

PETER DOUGAN,  
Subscription Manager

# PRINTERS' INK

10 Spruce Street, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1895.

VOL. XXX.

NEW YORK, FEBRUARY 7, 1900.

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## SPORTING GOODS ADVERTISING.

By E. T. Keyser.

The sporting goods business of this country has increased wonderfully during the last ten years, and the advertising appropriation of manufacturers and dealers has kept pace. In fact, so considerable are the amounts expended annually in securing publicity for the different lines of goods, that sportsmen's magazines are everywhere springing up, attracted by the prosperous appearance of publications already in the field. There is probably no class of advertisers, however, getting so little benefit from the amount expended as those in the sporting goods line.

There are two reasons for this state of affairs, viz.: the methods and the mediums employed.

There are on the market to-day more than five times as many makes of breech-loading shot guns as there were twenty years ago. Each of the different arms companies puts out a gun which has individual characteristics which distinguish it from its competitors, and it is these differences which sell the guns, as sportsmen have varying ideas as to how a gun should be constructed.

Instead of explaining these special features, which are of interest to shooters, the average gun maker wastes his space in enumerating the events in which a trap shot, usually a professional in his pay, has won first prize, using that gun.

No one cares anything about such information, for the veriest tyro in shooting does not for an instant imagine that the particular make of gun had as much to do with the victory as the state of the shooter's nerves at the time.

Then again, manufacturers have a cheerful way of using the cut of

an elaborately engraved hundred and fifty dollar grade gun to illustrate their advertisements. The great majority of guns sold to-day are of a far lower grade, and when the prospective purchaser, whose preconceived ideas of the appearances of the arm were founded on the cut in the advertisement, finds what a different looking weapon is within his means, he is generally a badly disappointed individual. All this disappointment would have been obviated by having the ad illustrated with a medium priced gun.

Then look at the revolver advertising.

The Forehand Arms Company occupied a half page of magazine space lately to demonstrate the fact that "A feller was never knowed to get away from one of them things"—as a matter of fact, a ninety-eight cent pot metal revolver will make any man a subject for a coroner's jury just as effectively. The point that the Forehand people have taken in a subsequent advertisement is that their arm possesses all the conveniences for loading and cleaning at a very moderate price. While this announcement occupies a much smaller space than the former, it will probably sell ten times as many goods.

The Colt people devote a lot of space to making the public familiar with their revolvers, and fail to call attention to the fact that you may drive tacks or hit a man over the head with the butt of one of their revolvers without impairing it for more serious work.

Smith & Wesson are another firm who burn their advertising appropriation to a certain extent. A policeman shot himself some time ago by dropping his revolver on the floor. If I had been writing their advertising I would

have copied the newspaper paragraph referring to the accident and have called attention to the fact that such an occurrence was impossible with their hammerless model.

The beauty of the Smith & Wesson and its accuracy for target work, and the ability of the Colt to stand all sorts of exposure and ill-usage are what sell those arms, but their makers can be trusted to talk a half page space and never mention either fact.

There is a firm in this town who are selling agents for the hunting model of the rifle with which the Boers are remedying the crowded condition of the British Isles, and the good showing of the arm in the Transvaal is the best kind of an advertisement that any rifle ever received, but the agent has never seen fit to change the ad he has been running for years.

Nine-tenths of the advertising copy of the sporting goods trade shows the same amount of ignorance of or indifference to what interests prospective buyers. If it were more carefully prepared it would result in much better returns with considerably smaller expenditure of space and money.

The employment of certain mediums whose circulation, be it ever so great, is not worth the rate charged per line per thousand circulation, is another cause why so much money is wasted.

The sporting goods dealer and manufacturer consider the sportsmen's publications as trade papers, that is, as having circulations supposedly made up of men who shoot, canoe and wheel, and as such, worth more per line per thousand than publications of general circulation, since each subscriber is supposed to be a purchaser at some time or other of various goods in this line.

I have said "supposed" twice in the above sentence, for in this matter of supposition is where a fearful leak occurs.

There are four publications in this country, *Forest and Stream*, *Shooting and Fishing*, *The Amateur Sportsman*, and *The American Field*, that make very little pretence at beauty of illustration or literary style in contribution. They

use their pictures simply for the purpose of giving a clearer idea of the text, and the articles themselves are generally written by practical sportsmen, and are of no general interest outside, consequently the circulation is confined to those who may be counted upon for patronage in that line.

There is another class of publication which has sprung up of late years, which are beautifully gotten up in magazine form, contain illustrations in half-tone, chosen more for their beauty than for their appropriateness and whose reading matter is so well written that it often betrays that the hand of the writer was more familiar with the pen than with the trigger or rod butt. The circulation of these, built up by clubbing, premium and the beauty of their get up, has attracted subscribers who never shoot, fish or indulge in sport, and who are utterly valueless to their advertisers, who, nevertheless, pay a high rate for reaching them.

The ideal sportsman's publication for the advertising purpose of the sporting goods trade, would be a monthly, the circulation of which was absolutely limited to actual sportsmen and would receive a subscription from no one else. Such a magazine would be able to obtain higher rates per line per thousand and at the same time give its advertisers really cheaper service than anything else which they could use, but the publisher would not be able to more than clear expenses. Failing this the best mediums are those which try to interest sportsmen only and take no pains to interest the outsider who, for some reason or another, occasionally sends in his subscription.

Next following come the daily and high-grade monthly publications, which reach an enormous number of readers at a rate per thousand much lower than the literary sportsman's affairs, which are neither fish nor fowl, but have the disadvantage of both.

♦♦♦

A PLAN of advertising that has succeeded will be found to have general points which would help win business any place and under almost any circumstances.—*Advertising World*.

You  
Can not Reach  
Readers of

# The Sun

Through  
Any other Daily  
Publication.

---

Address,  
THE SUN, NEW YORK.

## ONE MAN'S ADMIRATION.

Some men become enthusiastic very readily, as witness the following screed from *Profitable Advertising*:

The other day I saw a colored boy polishing shoes.

On the sidewalk in front of his back as he bent to his work was the legend in chalk:

I DO SHINE.

How much better this was than "I shine" would have been!

Anybody could have said the latter, but it took an individual genius to put the "do" in.

Mark the earnestness of the expression; its positiveness.

Of course the boy was at work; the "do" in his advertisement was so characteristic of energy that he got the job.

So much of this latter-day advertising lacks the "do."

In its place too often is found the softness—not to say flabbiness—of the pretty picture.

When the "do" is left out the serious purpose is gone.

To say nothing of the loss of individuality.

In the nick of time—Dewey time—there appeared in the magazines an advertisement of Sapolio.

A happy, eager Jacky thrusts into the foreground of the picture a cake of Sapolio, and the legend inscribed on the plate was:

"Me and Dewey cleaned 'em up with Sapolio."

"Me and Dewey!"

The impudence of it!

The charming naturalness of it!

Surely this advertisement had the "do" in it.

Had it been the work of any less of a general than Gen. A. Ward it would not have appeared.

Some one would have said, "Why, that isn't grammatical."

"And it isn't modest."

"The public would get a bad impression of us."

Fiddlesticks!

The fact is, that this advertisement is worthy of association with the chalked sign on the sidewalk.

Let us have some more as good as that.

## THE SELF-EDUCATING EFFECT.

The business man who advertises, in his search for favorable points in his business to announce, soon gets into the habit of increasing the number of these favorable points. He becomes more courteous and accommodating to his customers. He learns to give them just as much for just as little money as he can. He gets into the habit of studying his customers' interests as well as his own. He unconsciously gets into the way of doing this in the little things as well as in the big. This—the self-educating effect—is one reason why advertising pays.—*National Printer-Journalist, Chicago, Ill.*

## THE PREMIUM SCHEME.

A number of concerns dealing in staple household products have adopted the premium scheme for selling their goods. This plan is to issue a premium list of articles that will be desired by housewives or boys and girls, and these are offered in payment for selling so many pounds of the products. Some concerns, upon receiving a request for particulars in answer to advertisements, send a supply of their products and ask the recipient to sell them. In some cases this may work, but in most cases it shuts off further negotiations, and causes the recipient to return the goods unsold. Several of the manufacturers of bluing adopted this plan, also several manufacturers of cheap jewelry and also several who deal in toilet preparations, sachet-powder, etc. The better class of concerns which deal in coffees, spices and soaps, send their premium lists and order blanks, and ask inquirers to secure some orders from their neighbors before ordering the goods, and to work for some special premium. Usually these premiums are advertised in these catalogues to be given for so many premium pounds or so many pounds of the goods sold, or sent for so much cash. A cash commission is frequently offered for selling the goods in lieu of the premiums. A premium pound is usually a certain quantity of the goods which amounts to a fixed value; that is, it may be one pound of tea or two pounds of coffee, and so on. Several soap concerns offer a premium for so many dollars' worth of goods sold.

—*Advertising Experience.*



"CAN'T YOU CHILDREN BEHAVE MORE LIKE PIGS AND LESS LIKE A BARGAIN-COUNTER CROWD?"—*Scribner's Magazine.*

It's a fact that we can prove.

# You Cannot Cover Minnesota without using The St. Paul Globe

Let us tell you why.



THE GLOBE COMPANY,  
ST. PAUL, MINNESOTA.

CHAS. H. EDDY,  
10 Spruce St.,  
New York City.

WILLIAMS & LAWRENCE,  
HARRY FRALICK, Mgr.,  
87 Washington St., Chicago, Ill.

## BEGIN IN THE MIDDLE.

The trouble with most advertising is that it is "full of words"—words that do not belong there. Advertisers start off with a rig-a-marole which fends off readers. Such writers would do well to "begin in the middle." By that I mean to eliminate the prologue—quash the "introduction."

We all recall the time when an introduction was the essential thing in connection with any printed book. The author was expected to pause and tell what his proposed story was about. It isn't so, now; the writer "begins in the middle," and lets you find out from the story what it is about. The modern newspaper writer no longer begins his murder story after this descriptive style :

"Standing back from the main street of the quaint old New England town of Bloomville, passersby may notice a large, generous-looking stone mansion, in front of which the flaming sunflowers nod in the wind, etc.

"Here lived the son of a prosperous farmer, brought up in the quiet peace of the sleepy little village," etc., etc. "No one ever suspected in this callow youth to find a murderer," etc.

No! That isn't the way to-day's reporter goes at it. He gets right down to business in the first line:

"Eben Smith stands to-night a confessed murderer. He shot his own father dead while both were engaged in an altercation, and now lies in the county jail."

Then he goes on from there with, possibly, plenty of additional "dress-up" matter. But the story he had to tell was told at once, that he who runs may read.

These tendencies have place in modern advertising, and the writer with a story will do well to put it down strong and quick. There are certain facts which the write-up is designed to place before the reader. The time of that reader is valuable. If you want to get his perusal of your words, say your little say promptly, powerfully, briefly.

One might well write his ad as it comes to mind, and then in half an hour go at it with a blue pencil, cutting away the parts not strictly essential. Usually he will strike out the few leading lines, and thus follow my hint and "begin in the middle." Even the ad here pre-

sented might start off in a more direct way :

"We have no 'corner' on mattings. Others can do the same—buy always direct of the same maker and require him to come up to a standard.

"Why don't they do it? Because it's easier and safer to buy what importers offer them.

"We have had nothing else to do or think of for fifty-seven years."

The point covered might be touched in the very first line, in three words : "Why don't they?" Then could follow the statement : "Others can do as we do—buy direct of one certain maker, and require him to come up to a given standard," etc.

Another ad I have in mind begins with a "harangue" about the exposition which was recently held in Philadelphia. It starts this way :

"The great National Export Show will soon be opened. Here will be brought together exhibits from every part of the country," etc. Then it passes along to the statement: "We'll have a booth where you may see," etc.

Now to my mind a more attractive ad would have resulted had this paragraph opened the advertisement :

"We'll be there!" followed by brief reference to the exposition. It should be rather taken for granted that the reader knew of the export show—everybody there did—and so I think this another of those ads which would be improved if their writers would "begin in the middle."—C. S. Wady, in *Advertising World*.

THE arguments that are used by salespeople in the store and prove convincing, will be equally so if employed in the newspaper advertisement.—*Muscatine (Ia.) Journal*.

## ILLUSTRATED TESTIMONIAL.



TO THE ACME HAIR GROWING CO.: GENTS—I HAVE USED YOUR BITTERS WITH STRIKING EFFECT. YOURS TRULY, A STRIKER.

## WHEN SHOULD SEEDSMEN ADVERTISE.

Opinions on this subject do not agree. Thus in the January issue of *Agricultural Advertising*, J. C. Vaughan writes :

In a broad way, it is well to strike when the iron is hot. Let advertisements appear not sooner than two or three weeks before a fair percentage of the mail order buyers are beginning to order. This, in the monthlies of a large national circulation, would mean February numbers, or, if only one issue is wanted, that which is likely to be read by the largest number of buyers, though at the same time crowded with most seed and plant advertisements, the March issues must be taken. This applies to all central latitudes—not to the South or the Pacific Coast. The older method with weekly papers has been to use thirteen issues, three months. Those who wish issues likely to give the highest percentage of results usually run from February 15th to March 25th for seeds. Plant advertisements may begin two or three weeks later.

In the same issue of the same publication, the publishers of *The Country Gentleman* of Albany, N. Y., give expression to these views :

We would suggest to the seedsmen that their advertising is too spasmodic. It would pay them far better to run longer—smaller space if need be—but to keep their names before the seed buying public. Burpee of Philadelphia, a safe man to follow, keeps his card almost the entire year, only changing to live stock for a while, and he is wise. Every reader of any paper where he advertises is sure to think "Burpee" whenever he thinks "seeds," and unquestionably the man gets an immense volume of business in the spring as the fruit of this constant pounding, without any sort of reference to the flaming advertisements of other people that have been running a few weeks. You know how it is yourself, if you wanted seeds, you would think of Burpee immediately and be likely to reason that he could surely give you everything you want, and there was no sort of use in bothering with other seedsmen whose advertisements had appeared first within a month or two. On this sort of business, it is pounding, pounding, that counts. Every large seedsman can make his name a household word—and he need not pay much more money during the year, perhaps no more, than if he confined himself to bigger advertisements for a few weeks. This principle has been grasped by the seedsmen less than by any other advertisers, and we know that many of them suffer in consequence. There is nothing offered by advertisement to rural readers in which long familiarity with the name, by seeing it every week in August and November as much as in March, will aid so effectively in bringing orders when the ordering season comes, as seeds.

Who shall decide when doctors disagree?

## THE SATURDAY EVENING POST

gained a hundred thousand subscribers and buyers in one year—(ending September 1, 1899). In four months since (January 1, 1900) it has doubled that figure, to 200,000 paid circulation. This represents a class of people who can afford a high-priced weekly magazine and who want it for its merit alone, and not because it is cheap, nor for any premium scheme or other methods calculated to influence subscribers. Six new rotary presses will be installed in our new plant to print the increasing editions of the POST—at this writing (December 12) the increase in subscribers is about 7,800 every week.

Some advertisers tell us the POST pays them well, others are reticent, but we notice they renew their orders and increase their space. We never ask for testimonials. One Dollar a line NOW reaches people every week.

THE CURTIS PUBLISHING CO.

PHILADELPHIA

## DR. FREDERICK HUMPHREYS.

Dr. Frederick Humphreys, the founder and president of the Humphreys Homeopathic Medicine Company, of New York City, may be regarded as the Nestor of the patent medicine business. His firm is one of the most successful proprietary concerns of the day. For that reason a sketch of the doctor will not be without interest to the readers of *PRINTERS' INK*. Most of the matter that follows was taken from a sketch of Dr. Humphreys in a recent issue of the *American Druggist*:

Dr. Frederick Humphreys was born in Marcellus, Onondaga County, N. Y., in 1816. He was the son of Erastus Humphreys, one of the pioneer homeopathic physicians of Central New York. Obtaining a good academical education at Auburn, where his father had removed in 1823, he passed his youth as a clerk in a store, and later, with an uncle and cousin, in the clock business in the South, where he acquired much of that knowledge of men and of business methods which has since proved so potent in his subsequent career.

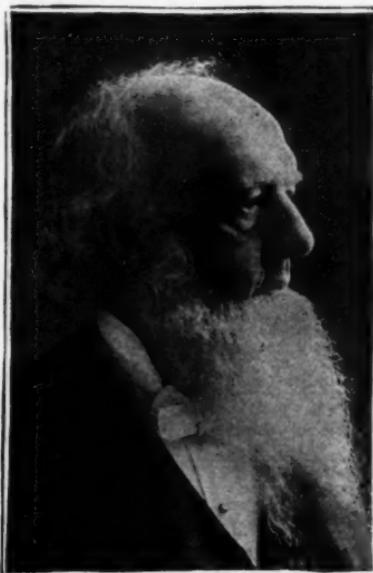
Eventually he entered the ministry of the Methodist Episcopal Church, in which his gift of ready speaking, engaging manners and administrative abilities, rendered him acceptable and successful. Having already learned much of medical science in his father's office, he united to some extent the practice of medicine with that of

preaching; but this eventually proving unsatisfactory, he devoted himself afresh to the study of medicine, especially in the new science of Homeopathy.

Devoting himself assiduously to the French and German languages, to which homeopathic literature was at that time almost entirely confined, he made rapid advance in his knowledge of the therapeutics of that school, and completed his investigations by a full course of instruction at the Pennsylvania Homeopathic College, in Philadelphia, from which he received

his degree of M. D. in 1850, and returned to Utica, N. Y., where he engaged in a very large and successful practice with his father. Together they issued a series of "Tracts for the Times," on the homeopathic practice; and he also wrote his valuable monographs on *Cholera*, *dysentery*, etc.

What brought the young physician, however, most to the notice of the profession was his investigations, between 1848 and 1852, into the



FREDERICK HUMPHREYS.

nature and therapeutic value of the poison of the honey-bee (*Apis Mellifica*) and his monograph on this, published in 1852, was one of the most valuable contributions homeopathic literature had then received from American workers. He also brought to the notice of the profession the value of "Nux cum Sale" as a remedy in intermittents, and three years later, with the aid of his class at the Homeopathic Medical College, at Philadelphia (his alma mater, to which he had been called as professor of homeopathy, pathology and medical prac-

tice, in 1853), he proved and added "Plantago Major" to the *materia medica* of the Homeopathic School.

Three years of lecturing in Philadelphia made a brilliant record for him and success for the college; but meanwhile he had originated the system of homeopathic specifics with which his name has since been so prominently connected; and this innovation upon so-called professional etiquette and ethics led to a rupture between himself and the college, as well as his professional friends and associates, and ultimately to his resignation from the faculty of the college. But, having received, as he believed, a new light upon this vexed medical question and having adopted a course which appeared to him to be fraught with possibilities of immense good not only to the profession, but to humanity at large, he firmly adhered to his specifics, despite the jealousy, obliquity and ridicule of his former professional associates, who now see that the specifics have done far more for the extension of homeopathy than all his labor as a teacher or general practitioner could have done. The cruel experiences of that period of his life, however, did not sour his temper, nor check his perseverance in the course which he had marked out for himself. Undaunted, he manly faced these disadvantages, as well as the obstacles of fraud, chicanery and rascality to which, at various times, he has been subjected in his business career.

Dr. Humphreys' writings in connection with his business and profession have been numerous. His little "Manual" (distributed gratis)

has a yearly circulation of several million copies in the English, German, French, Spanish and Portuguese languages, and is being issued at the rate of a million a year. His "Mentor," a larger and very exhaustive work on the specifics, for family use, in the above languages, has also a large circulation, as also has his "Veterinary Manual, Chart and Remedies." He has been a frequent and always a valued contributor to (especially) the earlier homeopathic literature, magazines, etc., and to the "Animal Friend," issued by the Society for the Prevention of Cruelty to Animals. His "Humphreys' Genealogy," a splendidly illustrated quarto of over 1,100 pages, attests the pride which he rightfully feels in a descent from an illustrious and intellectual ancestry. And now, at the ripe age of eighty-four, the "good doctor," as he is affectionately spoken of by thousands of grateful patients, finds himself at ease in his possessions, successful in the work of his life, and with the consciousness of having played well his part in the world's drama, of having labored faithfully and, more than all, of having in no small degree contributed to the welfare and happiness of our common humanity.

Dr. Humphreys is associated in business with his sons, Drs. Fred H. and F. Landon Humphreys, and Mr. H. B. Harding. How much of the reputation which the Humphreys' specifics have succeeded in retaining is due to Mr. Harding's advertising skill, will never be known.

AN advertisement may bring custom, but advertising alone will not keep it.

## At This Office,

10 Spruce Street, New York, The Geo. P. Rowell Advertising Agency keeps on file the LEADING DAILY AND WEEKLY PAPERS AND MONTHLY MAGAZINES; is authorized to receive and forward advertisements at the same rate demanded by the publishers and is at all times ready to exhibit copies and quote prices.

## THE LATE JAMES PYLE.

The New York *Commercial* of January 25th published the following interesting sketch of the late James Pyle, the proprietor of "Pearline":

James Pyle, who died Saturday at his home on West Forty-fifth street, came to this city from Nova Scotia at the age of 22. He was born in Guysborough, N. S., August 16, 1823, and left home early in life to become a sailor. Tiring of a seafaring life he decided to settle in New York. On his arrival here he began the manufacture of washing fluid on a small scale in a building near the old New York  *Tribune* office. In a few years he began to deal in soaps and soda, and later began the manufacture of Pearline.

Mr. Pyle early learned and appreciated the value of extensive advertising. In his early business days he made the acquaintance of Horace Greeley, who for some time tried in vain to secure advertising from him. Finally Mr. Greeley went to him and said: "Mr. Pyle, here is my rate card. Now I want you to use, for one year, just as much space as you want. When the year is up, if you decide the advertising has paid you, you may pay for what space you have used. If you decide it hasn't paid, you needn't pay anything."

Mr. Pyle accepted the offer, advertised extensively for a year and at the end cheerfully paid the bill. He had learned the value of advertising.

Mr. Pyle became a master in the art of advertising. His "ads" were terse, pithy, attractive, in short, "catchy." He for example, used the letters "O. K." with the significance "all correct," and applied it to "O. K." Soap. He had heard the story which attributes to Stonewall Jackson the use of these letters in this way and saw their value. It is said that Mr. Pyle thus really introduced with business life these letters now so common.

He was kind and generous to his employees. He had long been strongly in favor of Saturday half-holidays and set the example by always closing at noon on that day. Mr. Pyle was a man of marked individuality, both physical and mental. He was six feet, five inches tall, and of magnificent physique. On this account he was often urged to join the Seventh Regiment, but could never be persuaded, though both his sons became members. He used to complain humorously that "I am so big that I am always in every one's way."

Most of his time, apart from his business, was spent at his home, which he dearly loved. Six years ago his sight began to fail, and since then he has been practically blind. Yet no complaint of his affliction was ever heard from his lips. In 1868, because of this and failing health, he was compelled to give up the active management of a business which, guided by his genius, has grown from a small beginning to one of great size and success, and it is now carried on by his sons. Till they were old enough to enter the firm, Mr. Pyle always refused to take a partner, giving as a reason that he did not care

to work for others. His ancestors came from the Isle of Wight, England, where they were people of means and influence. There is a village there to-day named after the family.

## PUBLISHED FOR FOURTEEN HUNDRED YEARS.

The oldest newspaper in the world is not, as is generally stated, the thousand-year-old "*Kin Pan*" of Pekin, but the "*Tsing-Pao*" or "*Pekin News*," which was first published more than five hundred years before the Norman Conquest, and which has been published without intermission for nearly fourteen hundred years. The "*Tsing-Pao*" has the appearance of a yellow-backed magazine of twenty-four octavo pages, each page containing seven columns, and each column consisting of seven "characters." Two editions are published—an *édition de luxe* for the Court and the upper classes in China, at a cost of twenty-four cents per month; and an edition, inferior in paper and printing, which costs sixteen cents a month. The "*Tsing-Pao*" is the Court Gazette of China, and chronicles the health and movements of the Emperor, the life at court, and the reports of ministers.—*Collier's Weekly*.

## EDITED.

In a neighboring town a salvation army advertiser wrote on a billboard, "What shall I do to be saved?" A patent medicine man came along the next day and wrote underneath, "Take Carter's Little Liver Pills." Shortly afterward the Salvation Army man noticed the sacrilegious work of the medicine man and printed below, "And prepare to meet thy God!"—*Sterling (Ill.) Herald*.

## A Physician's Prescription

## Tired?

Sea Bathing!

## Winter?

Daily Sponge Bath with  
DITMAN'S SEA SALT  
in your own Bath Room.

## Fee?

No charge: expense of  
Sea Salt merely nominal.

## Results Guaranteed.

Our references are our  
thousands of grateful pa-  
trons.

Will You Be One More?

Circulars free on postal request. Address

A. DITMAN,  
2 Barclay Street, • • NEW YORK.

ADVERTISING SEA SALT.

## OVERDOING.

By Taylor Z. Richey.

In advertising there is no surer way of rendering one's work ineffectual than by overdoing it. Overdoing is undoing. Whether in display, illustration or argument, overdoing weakens advertisements. It is always so. The preacher who shouts and pounds his bible does not impress his congregation; the advertiser who revels in cheapest-and-best claims, or who displays every other line does not impress the public. Emphasis is essential to vitality. He who reads without emphasis, merely drones; he who attempts to emphasize every word, merely drones in a louder tone of voice.

Frequently advertisers reduce the effectiveness of their advertisements by saying too much. An advertisement ought to end when the point striven for is made. Talking after one has made his point always lessens the effectiveness of the advertisement. Mark Twain admirably illustrates this by telling this story on himself: He was listening to a missionary's description of the conditions of life that exist in heathen lands, and so strongly did the missionary's eloquence appeal to Mr. Twain's sympathetic nature that he decided, when the basket came around, to contribute one hundred dollars. But the missionary talked on and on, until, after a time, Mr. Twain decided that fifty dollars would be quite sufficient for the poor heathen. As the missionary continued to talk, Mr. Twain's ardor gradually diminished until he had, in turn, decided to con-

tribute twenty-five, ten and five dollars, and when the basket finally came around, his sympathy for the heathen had so diminished that he—so he said—extracted five cents from the basket to pay his car fare home. While this story of Mr. Twain's is overdrawn, the moral it conveys is pertinently applicable to advertising. There are advertisers who, like the missionary, make a point only to unmake it by continuing to talk. How to end the ad is often of more importance than how to begin it.

The funny ad is often overdone. The advertisement that contains a delicate vein of humor usually creates a favorable impression in favor of the goods advertised. But the startlingly funny ad, the real side-splitting affair, is usually overdone, because the humorous matter it contains makes a stronger impression on the reader's mind than the business announcement.

◆◆◆  
WAR ON BILLBOARDS.

The Art Association of Chicago has declared war on the billboards, and an active campaign to secure their removal from residence neighborhoods will be undertaken. A committee will fire the first gun. The committee intends to begin by asking out-of-town and non-resident property-owners to have billboards on their property removed. The next move will be to secure the enforcement of present city ordinances. It is said the ordinances are being violated, and if the violators are forced to comply with the letter of the law many of the objectionable signs will have to go. If the ordinances do not cover the subject to the satisfaction of the committee the city council will be appealed to for new legislation. The billboards particularly aimed at are those in the residence neighborhoods. The members of the Art Association Committee declare that these boards, with their stencil lettering and hand-painted figures, are a menace to the city's reputation as an art center.—Chicago (Ill.) Inter-Ocean.

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# THE INDIANAPOLIS PRESS

(EVENING. EXCEPT SUNDAY.)

INDIANA'S INDEPENDENT NEWSPAPER.

Sworn daily average paid **30,158**  
circulation to date

No sales of fancy books or other trashy articles with the paper thrown in. The sagacious advertiser does not value circulation apart from the method by which it is secured.

JOHN H. HOLLIDAY, Editor. WILLIAM J. RICHARDS, Manager.

## BURNHAM'S STORY.

"Mr. Burnham began this business about twelve years ago," said Mr. A. H. Trimpf, vice president of the E. S. Burnham Co., to a PRINTERS' INK reporter. "He was an advertiser in spirit before he became one in printers' ink. He began about two years later, using space in New York and Chicago programmes, and received very encouraging returns. So much so that in 1892 and 1893, just in the heart of what were bad seasons, he began to advertise in the daily papers in the large cities of the country. But we found out, among other hard-earned lessons, that it takes a long arm and a deep pocket-book to make an impression upon consumers."

At this point, Mr. Burnham having just come in, Mr. Trimpf turned the PRINTERS' INK representative over to that gentleman, apparently glad to have been relieved.

Said Mr. Burnham, amplifying on the foregoing:

"The experience of those early years taught us this lesson—that it does not pay, unless, of course, there is unlimited capital to run on, and no haste at all about returns, to spread the advertising over large territory. And, another thing, unless also in that enviable condition, it is best to go over the ground in advance, and to have your goods on hand, so that there is absolute certainty that if the advertising provokes inquiry or demand, both can be immediately supplied. It is too expensive and hazardous simply to create a desire on the part of the consumer, and then to let him forage for the goods. Take one town, or a city, or a county, or a section—and perhaps if sufficiently fortified, even a State, and work that assiduously to the exclusion of everything else. When you have safely captured that, work out from it as a base, and you will have solved an important economic of advertising."

"And that has been your policy, Mr. Burnham?"

"I will not say that, but it has been my theory. It's human nat-

ure to begin with just such a theory and then be drawn into the vortex. You see, the game of advertising is as seductive as that of speculation. You start out with a strong resolution, meet a little success, lose your head and are drawn in; fortunate often if not beyond your depth."

"You have advertised nothing but your Clam Bouillon?"

"For the first five years that exclusively. But since then many of our other products, such as 'Hasty Jellycon' and 'Cream Custard.' These would permit us to trace

## Happy As a Clam

is the person who for years has been suffering from indigestion, dyspepsia and general debility, when he discovers the curative properties of

# BURNHAM'S CLAM BOUILLON.

In all gastric troubles it effects a permanent cure. It is a natural food, easily digested. Stop taking drugs and try it.

Never buy Clam Bouillon for the sick, except in Glass Bottles.

Grocers and Druggists.  
Six  $\frac{1}{2}$  pint bottles expressed for \$1.00. Send stamps for book, "Household Hints".  
E. S. Burnham Co., 120 Gansevoort St., N. Y.

results, a thing we could never do on Clam Bouillon. For the latter is too expensive for sampling, whereas, of these others we offered free through the dealers to all who might desire full packages. And then we used these packages to advertise our Clam Bouillon and all our other products. For we inclosed circulars in each. We do this, in fact, with every package we send out. And we adopt an ingenious plan. For instance, if it is a package of Custard, one side of the circular contains recipes for these, and the other con-

tains lists of all other products, with as much seductive reading matter on each as we can crowd it with."

"About how much is your annual advertising outlay?"

"We spent about \$25,000 this year. In the earliest years it has been less. But it varies greatly, and one year we spent \$75,000."

"Can you give me an idea of the publications you have employed in advertising?"

"Besides the daily papers, we have been careful to go only into the best publications. Our products are high-class goods, appealing most strongly to the fastidious. So in our list appear such representative publications as the *Ladies' Home Journal*, *Youth's Companion*, *McClure's*, *Munsey's*, the *Cosmopolitan*, *Scribner's*, *Frank Leslie's Monthly*, *Ladies' World*, *Woman's Home Companion*, and a good, large number of trade journals. Also quite a number of housekeeping and culinary publications. A point strikes me here. Food products like ours are much more restricted than patent medicines, for instance, would be. I have in mind one of the latter which sells for \$1.00 a bottle. I have been informed that every such bottle represents 40 cents' worth of advertising. If it cost us 40 per cent to compass sales, we would be swamped. It follows, therefore, that an article like that has a much wider advertising range than any of ours."

"What magazine space do you take, Mr. Burnham?"

"A quarter page with display and with catch-lines. We believe that two or three of our short sentences have done us much good—such, for instance, as 'Burnham's Delicious Custard—one cent a cup—made from Cream Custard,' and 'Burnham's Delicious Ice Cream—10 cents a quart.' And we make it a rule to have our trade-mark appear everywhere, with the object of familiarizing it."

"What is your trade-mark?"

"Simply the initials of my name, E. S. B., in back-hand script, inclosed in a diamond."

# 1899

The most prosperous year in the history of  
**THE CHICAGO TIMES-HERALD.**

Total Number Lines of Advertising Published:

1895, 3,732,423

1896, 3,394,932

1897, 3,224,126

1898, 3,402,636

... 1899 ...

**4,009,823**

LEE AGNEW,  
 Eastern Representative,  
 1512-1513 American Tract Building,  
 New York.

## ADVERTISING VAUGHAN'S SEEDS.

**AN IMMENSE BUSINESS DONE BY MAIL—CHICAGO THE HEADQUARTERS—MAGAZINE ADVERTISING—LADIES' PAPERS—THE COST OF A CATALOGUE—HOW BUSINESS IS FOLLOWED UP.**

Most magazine readers are familiar with the advertisements of Vaughan's seed stores, which have been appearing for many years in the monthly publications of the country. Indeed, "Vaughan's Seeds" are household words throughout the land. Persistent advertising has made them so. The headquarters of the concern are at 84 and 86 Randolph street, Chicago, and from there most of the advertising is done, but the New York store at '4 Barclay street is quite an important establishment. It was here that I recently had an advertising talk with the manager, Mr. William Prosser.

When asked as to the extent of the firm's advertising, Mr. Prosser replied:

"I think we have done, and are doing, as much advertising as any seed house in America. We have been at it for years. I could not say for certain just what our advertising appropriation is, as Mr. Vaughan himself attends to all that in Chicago. Nevertheless, as I used to be stationed there before coming to take charge of this store, I know considerable about the advertising. I know that Mr.



**Christmas** will make graceful, fragrant flowers for **Hyacinths** Christmas; no others will. & beautiful colors. Vaughan's Christmas Bouquet Hyacinths for immediate potting, 5 cents each, prepaid.

**Bermuda** bulbs for Christmas. **Easter Lily** Vaughan's early **Spring**, 10 best, each different, 25 cents, prepaid. **Beautiful Catalogue** of winter flowers, plants, etc., every order. **WRITE TODAY**

### VAUGHAN'S SEED STORE

84-86 Randolph St., CHICAGO, and 18 Barclay St., NEW YORK

Vaughan would as soon think of trying to live without eating as to do business without advertising."

"Do your ads offer to sell seeds by mail?"

"Yes, mail orders constitute the great bulk of our business in both stores. Of course we have a vast number of store customers and

have to keep a staff of salespeople to wait on callers, but the mail order end of the business is an immense trade by itself."

"What spaces do you use in the magazines, Mr. Prosser?"

"All the way from a quarter to a whole page, according to the season and the goods we have to advertise."

"And what do you chiefly advertise?"

"The seeds of almost everything that grows. Flowers, fruits, vegetables, plants, grain—everything. That is why we have to use so many varieties of mediums. We have to reach the farmers by means of the agricultural papers, the florists and fruit growers through their particular mediums, and the homes—the city and country homes of refinement—we reach through the ladies' periodicals. We advertise lines of the cheapest seeds, and also the most costly bulbs."

"What advertising literature do you distribute, and how?"

"We issue six different catalogues during the year as follows: January 10, or thereabouts, we send out our 'Market Gardeners' Catalogue,' and on the twentieth of the same month, 'Gardening Illustrated,' a book of 116 pages and colored cover. Then on June 1 we issue our price list of vegetable plants, August 15 we send out the 'Florists' Fall Catalogue of Bulbs,' November 15 we put out a special price list of holly, green, etc. These catalogues go to different persons and few people get all of them. The preparation of these books involves considerable labor, and they have to be written by those who are thoroughly familiar with the subjects. Every page is profusely illustrated with cuts, and yet, as the type is small, there are frequently from two to three thousand words on a page. From this you can understand that we are never idle—we are making up catalogues all the year round in our advertising department."

"That must be a very heavy item of expense?"

"It is, indeed, but still a necessary one. The catalogues contain every item of information desired about each seed or plant, or other

article enumerated, for you know that in addition to the regular seed business we handle farm tools and requisites. The cost of one of our biggest catalogues by the time it is mailed runs to about 15 or 16 cents. You will understand from



**CHRISTMAS** will make graceful, fragrant decorations for Christmas; **HYACINTHS** are for Christmas; a beautiful color. Vaughan's Christmas Bouquet. Hyacinths immediately potting, 5 cents each, prepaid.

**BERMUDA** flowers, for Christmas. **EASTER LILY** flowers, for Easter, produced 5 to 8 flowers each, 12 cents, & for 50 cents, prepaid. **SEEDS' COLLECTION**, including Vaughan's 100 seeds, each different, 25 cents, prepaid. **Beautiful Catalogue** of winter house-plants free with every order. Write to-day.

**VAUGHAN'S SEED STORE**  
65-66 Randolph St., CHICAGO, and 14 Barclay St., NEW YORK

this that we have to be careful in their distribution."

"How do you get the addresses to which you send them?"

"In several ways. Of course, a lot come from the magazine advertising, which always asks the reader to send for a catalogue if interested. Then these people will in turn—particularly in the country—send us the names and addresses of friends or neighbors who are interested in farming, gardening, etc. And we also have traveling agents who send us in the names and addresses of likely buyers of our goods. Once a buyer gets on our books, he or she will get the catalogue most suitable to his needs every time it is issued. The catalogue is kept, because it is a pretty handbook of reference, giving full descriptions of all plants, flowers, trees, vegetables, etc."

"What other methods of advertising do you employ, Mr. Pros-  
ser?"

"We are generally well represented at all agricultural and flower shows and exhibitions. There we have representatives to distribute specially prepared literature. No exhibit of this kind of any importance is held in any part of the country without our agents being there. In this way our fame has spread all over the United States."

"Have you done any rural sign advertising?"

"In the West, yes, a lot of it. 'Vaughan's Seeds' will be seen plainly along the railroads of

many a State. We believe that is good advertising, too, because it is right in the localities where farming and gardening are most extensively carried on."

"As advertisers are you ac-  
quainted with PRINTERS' INK?"

"I used to get it and read it every week when I was in the Chicago office, and Mr. Vaughan used to take it home with him afterwards. I told you that he was a great believer in advertising, so you will understand that he is a PRINTERS' INK enthusiast. But he will be surprised when he sees this in print, and I am sorry that you didn't happen in while he was on one of his semi-monthly visits, for he could have told you much more about our advertising than I possibly can."

JOHN S. GREY.

#### CHURCHES AND ADVERTISING.

The Plymouth Congregational Church of Des Moines is one of the most prosperous in Iowa. It is endeavoring to increase its usefulness by reaching people who are not now in attendance at any church. The directors at a recent meeting decided to use a certain amount of space in the daily newspapers to present to the reader the subjects of the sermons delivered each Sunday. When the proposal was made some of the congregation objected, but the pastor contended that advertising is just as essential to a church as to any legitimate business. The directors declared there was no impropriety, for if one soul is saved through advertising the expense and the means are justified. The Chicago churches advertise in the Sunday newspapers by means of small announcements in the classified column. The Plymouth church uses display, and a recent issue of the *Iowa State Capital* contained an advertisement one inch deep across seven columns, in good-sized type, after the style of the theatrical and sporting advertisements in the Cincinnati newspapers. There is no doubt that these ads will be effective.

Several congregations here have used billboard announcements without much result. One church on the north side sent out circulars every Sunday for nearly a year almost without result. The trouble with the circulars is that they do not reach the right class. The only way to advertise a church is in a Sunday newspaper, and the subject of the sermon must be such as to tempt the reader to drop his paper to go to church; and if he is to be kept in church the sermon must be good enough to make him wish to come again.—*Chicago (Ill.) Tribune.*

♦♦♦

Too many advertisers consider their advertising as an adjunct to their business. Here is where they make the fatal mistake; advertising is not an adjunct, but a part of the business, as much as is the buying and selling of goods.—*The Adviser.*

## NOTES.

ROYAL Baking Powder is advertised in the medical journals.

THE Paris bureau of the Brooklyn *Eagle* issues a "guide to Paris and the Exposition."

THE Fostoria Incandescent Lamp Company, of Fostoria, Ohio, offers prizes aggregating \$100 for blotter designs.

MR. HENRY G. SOMMERMAN, of Chicago, will represent *The National Magazine* in Chicago, with offices in the Boyce Building.

THE *National Advertiser* says the Savannah (Ga.) *Morning News* was the first Southern journal to issue an edition every day in the year.

THE Congregational church at Des Moines has voted to advertise in the daily papers. The pastor's subjects are printed in big type and paid for.

THE Atchison (Kans.) *Globe* publishes a "Don't Worry Club" which sets forth the futility of worrying over sublunary ills. It is an interesting booklet.

B. KUPPENHEIMER & CO., clothing manufacturers of Chicago, Ill., issue, in a publication called "Spring Books," colored illustrations showing the varied styles of dress worn at different periods from 1775 to 1840.

THE Newburg (N. Y.) *Journal* publishes the following editorial: Goods advertised in this newspaper are for sale in this town. You can get them without trouble if you refuse substitutes and press your demand for genuine articles.

UNSIGHTLY galvanized iron boxes have been placed upon the principal street corners of Omaha, within the past few days, ostensibly to hold rubbish and waste paper, but in reality for advertising purposes as soon as advertisers can be induced to believe them "a good thing."—*Lincoln (Neb.) Journal*.

THE *Bookman* (N. Y.) for February contains: Great Newspapers of Continental Europe, by Adolph Cohen; Some Pioneer New York Publishers, with pictures of M. W. Dodd, Geo. P. Putnam, Daniel Appleton, J. J. Harper and Charles Scribner; The New Leaders in American Illustration, by Regina Armstrong.

THE Brooklyn *Daily Eagle* has advanced its space rate on its general advertising pages to 16 cents per agate line, and has waived all extra charges for display type, cuts, borders, and for breaking column rules. The line rate for preferred positions has not been changed, but all extra charges have been waived.

It is the intention of Borough President Grout of Brooklyn to clear the sidewalks of signs, showcases and other obstructions that have been the cause of complaint. He has received from Corporation Counsel Whalen an opinion that shopkeepers have no right to encumber the streets with their advertisements.

SETH W. FOWLE & SONS, 81 High street, Boston, issue a Coca-Cola calendar, representing an attractive young lady seated at a table facing the observer, just starting to bring a glass of it to her lips. She is inclosed in a red

circle on one side of which there are embossed flowers in beautiful colors. Underneath is the calendar.

THE St. Louis Savings Bank advertises as follows: 1,000 dollars for your baby, payable when he becomes of legal age. You will never miss the money. This handsome sum may be easily accumulated by any family that will begin right now and make it an invariable rule to deposit three dollars every month in the St. Louis Savings Bank.

THE New York Public Library has directed Burrelle's Press Clipping Bureau to search out of the leading American papers published during October, November and December, 1899, matter pertaining to the contested seat of Brigham H. Roberts, of Utah, this matter to be scrap-booked and preserved in the Library, constituting as it does a history of the polygamy question.

H. R. 887 is a bill introduced by Mr. Bingham in the House of Representatives on December 5th, appropriating \$200,000 to the Philadelphia Commercial Museum, for the purpose of increasing its collection from foreign markets of samples of merchandise in demand therein, etc., with the proviso that the material and data so collected be distributed free to boards of trade and similar institutions.

CHARLES FROHMAN recently published an advertisement in Chicago offering \$50,000 for a comedy that contains as many ingenious and laughable situations and pleases the public as does "The Girl From Maxim's." The reason for this outbreak was doubtless the severe raking which "The Girl From Maxim's" got from the Chicago papers, and its purpose probably was to seek to counteract the effect of the criticisms.—*Elmira (N. Y.) Telegram*.

THE *Daily Drovers' Telegram*, of Kansas City (Mo.), offers to its readers prizes of jewelry valued respectively at \$100, \$65 and \$30. Votes will be limited to purchasers of goods from houses advertising in the *Telegram*, one vote being allowed for each cent of purchase shown by certificate of purchase, which may be issued only by firms whose ads appear in the issue from which the certificate was taken. Contest closes March 31st.

G. W. STEVENS, the well known war correspondent, died at Ladysmith, Jan. 14. He was, at the time of his death, correspondent for the London *Daily Mail*, and thirty years old. After serving four years on the *Pall Mall Gazette* he entered the service of the *Mail* at the time of its founding. He served the *Mail* in the Graeco-Turkish war and was with Kitchener in Africa. He was author of several well known books and a man of decided promise. In the campaign of 1896 Mr. Stevens visited the United States and wrote letters to England concerning the political situation.—*Newspaper Maker*.

THE head clerk of the *Modern Woodmen of America*, Mr. C. W. Hawes, whose office is at Rock Island, Ill., issues a semi-monthly news bulletin to the public press, concerning which he says: The news contained in these bulletins is local news from the fact that nearly every city or town has from one to twenty-five lodges of the different

societies. We make no attempt to advertise these societies. We simply furnish what we believe will be genuine news. Of course, we recognize the fact that friendly mention of any or all of these organizations is beneficial and to the extent that we make an effort to secure this, our news bureau, may be considered in the nature of an advertising department.

From the Patent Everlasting Blotter and Advertising Company, Limited, 8-9 Essex street, Strand, W. C., comes their everlasting blotter. It is composed of some porous earthenware, which absorbs the ink more readily and cleanly than ordinary blotting paper. When it has been in use for some time, all that is necessary to renew it, is to place it in a clear, smokeless fire, or rub it with sandpaper. The usual size for the desk is about 3 by 4½ inches, when it also forms a handy paper weight. It is, however, made in all sizes up to 35<sup>1</sup>/<sub>2</sub>. At the present time it should form an excellent advertising novelty—more especially as any design can be burnt into it just as on ordinary earthenware. The novelty of it would give it far greater value than the ordinary blotter or paper-weight.—*Advertisers' Review (London)*.

A WRITER in the *Saturday Evening Post* of Philadelphia, says that most of the war pictures "from our special artist on the spot" that appear in the New York papers are manufactured in Paris. He says he witnessed the photographing of one group of warriors. "It was on some vacant lots," he writes, "alongside the Rue Manin, near the Buttes-Chaumont. There was a small hill by the Boers with two heavy guns. There were Scottish Highlanders led by a general on horseback. Of course all these people were theatrical "supers," and there was a professional stage manager to direct the battle. At the right instant—just as the wounded general was falling from his horse and the Highlanders were storming the hill—the photographer clicked his shutter. He secured a fine series of sensational photographs."

C. H. FULLER has projected a conference of leading agents. It had occurred to him that the meeting of the American Newspaper Publishers Association, held in the Waldorf-Astoria, New York, on February 21, would be an opportune time for a joint consultation with the publishers at which they would be able to present to the latter such subjects as would strengthen the agent's position. He first conferred with D. M. Lord, C. E. Raymond, the Chicago representative of J. Walter Thompson, of New York, and John Lee Mahin. As the result a letter signed by the four has been sent to forty of the leading agencies in the country, presenting the subject to them and asking co-operation. Advertising agents who have suggestions to make, should address C. H. Fuller, Boyce Building, Chicago.—*Fourth Estate*.

ONE of PRINTERS' INK's London contemporaries writes: *Pearson's Weekly*, for the last few weeks, has been running a competition which should induce people to examine not only the ads in *Pearson's*, but in all publications. It is called the "Silhouette Competition." A

number of designs are taken from various ads, and filled up with black so as to make silhouettes. Those competing have to say whose ads they are, and those who are successful in naming them correctly gain the prizes. We know of people who have spent hours and hours turning over old magazines and other periodicals to find out what ads the silhouettes represent. Advertisers can learn a good deal by this competition. Let any advertiser take up this competition and see how many of these silhouettes he can name from memory. He will then discover how little the usual style of illustration is connected with the article advertised. Such designs as Player's Navy Cut, Quaker Oats, and a few others are easily recognizable, but the majority it is difficult to place. This is as it should not be.

#### A KANSAS TALE.

Office of  
"APPEAL TO REASON,"  
GIRARD Kan., Jan. 27, 1904.

*Editor of PRINTERS' INK:*

Knowing of the interest taken by your readers in anything out of the ordinary in newspaper circles, I would call your attention to the most striking publication in America. It has no books, keeps none, does no banking business, yet has unlimited credit if it wanted to buy that way, buys paper by five to ten car loads, printed two million copies during 1899, is sent to every newspaper in America shown in Rowell's Directory, the subscriptions for the same being paid up for one year by its readers, who contributed in a few weeks' time over \$4,000 for that purpose; owns and operates a Goss perfecting press; paid over \$1,000 to the postmaster during 1899 on a basis of 25 copies to the pound; credits no man a day and asks no credit; puts up a fine building and charges the item up as one of its weekly expenses for that week, does all of its banking business through the postoffice by money orders; printed and sold over 300,000 copies of one issue in November and now prints 500,000 of another, every copy of which will be sold before the issue, February 17; editor and manager receive no salary, not even a postage stamp; solicits no ads, yet always prepared to submit affidavits and postage receipts with paper bills to show circulation. Never cuts its sub-rates and yet has 5,000 agents in the field who send in often 100 to 1,000 at one time; located in a town of 2,500 people; yet the postoffice receives ten times more for postage than any town of 10,000 people; has no capital, no stock scheme; charges all purchases to expense, from a perfecting press to a paste-brush; owns a plant easily worth \$15,000; has caused wages of employees of all surrounding territory to double and treble in a year's time by voluntarily doubling pay of its own employees. I came out here to see this unique publication and I am amazed to find such a publication. Is there any other paper like it anywhere?

Yours truly, AUSTIN HOLCOME,  
Ed. Atlanta Market Reporter,  
Atlanta, Ga.

THE size of the ad should be regulated by the possibilities.—*Profitable Advertising*.

## A PLEASED PHILADELPHIAN.

Office of

HOTEL LAFAYETTE,  
PHILADELPHIA, Jan. 28, 1900.*Editor of Printers' Ink:*

I have had an agreeable surprise in connection with my interview in your last issue. The liberality with which you treated the subject, and your reproduction of a double-column Hotel Lafayette ad from the Philadelphia *Record* was a revelation to me—an eloquent demonstration of the enterprise which is the secret of the Little Schoolmaster's extraordinary popularity and influence. But the surprise came in the mail with which I was deluged the morning after the interview appeared. Every day since I have had numerous letters from all sections of the country asking for further information concerning my advertising; some making valuable suggestions, and one containing a business proposition of the utmost importance. Not a few contained requests as to the identity of my advertising manager, whose name was not mentioned in the interview, and in this connection I wish to state that the man to whom I owe all this invaluable publicity—hundreds of catchy reading notices, many special articles of absorbing interest, and the cleverest of result-producing display ads—is John M. Campbell, one of the ablest and most inventive newspaper writers I have had the good fortune to know. The fame which the *Printers' Ink* interview referred to will undoubtedly bring Mr. Campbell may lead to a tempting offer being made him (although it must be high if I fail to meet it), yet I am, nevertheless, glad to give credit where credit is due.

Gratefully yours, LOUIS H. SMITH.

## WANTS SUGAR, NOT A SUGAR BOWL.

Office of

THE LAWYERS CO-OPERATIVE PUBLISH-  
ING COMPANY,

ROCHESTER, N. Y., Jan. 25, 1900.

*Editor of Printers' Ink:*I noticed the following in *Printers' Ink*, last number:

"After the Third Sugar Bowl has been awarded the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be an enviable distinction."

Is there a Fifth Sugar Bowl to be given to the special medium giving the best service for the price charged? We want to know how *Case & Comment*, in the legal field, with a price of only about eight cents per inch per thousand circulation, compares with others. If it is not the cheapest, all things considered, we want to change our rates.

Very truly yours,

THE L. C. P. CO.,

J. B. Bryan, Sec.

J. H. Briggs, Adv. Mgr.

THE press may have to answer for many sins but it has to its credit a long account of good deeds done and it is a force for progress, civilization and the purification of the body politic.—*Kansas City (Mo.) Star.*

## A ST. LOUIS GIANT.

NEW YORK, Jan. 29, 1900.

*Editor of Printers' Ink:*

I have just turned over to the American Newspaper Directory a detailed statement of the St. Louis *Post-Dispatch* for the year 1899. After deducting copies returned, left over, spoiled and uncirculated for, it shows an average circulation as follows:

Each week-day for 1899, 87,204; each Sunday for 1899, 112,456.

The statement shows further, circulation for each week-day for December, 1899, 91,501; for each Sunday for December, 1899, 142,169. In this connection W. C. Steigers, business manager of the *Post-Dispatch*, writes me:

"I am advised from authentic sources that the following Sunday newspapers comprise the whole list in the United States, having an average bona fide Sunday circulation of 142,000 copies or more: New York *World*, New York *Journal*, Boston *Herald*, Philadelphia *Record*, New York *Herald*, Boston *Globe*, Philadelphia *Inquirer*, Chicago *Tribune*, St. Louis *Post-Dispatch*.

"I would like you to tell me of any Sunday paper in the United States not named above that you know of your own knowledge has a bona fide average Sunday circulation of 142,000 or more."

Yours truly,

THE S. C. BECKWITH SPECIAL AG'Y.  
By S. C. Beckwith.

## MECHANICAL FIGURES.

GRAFTON, W. Va., Jan. 25, 1900.

*Editor of Printers' Ink:*

Do you know of any firm manufacturing mechanical figures, representing Chinamen, tramps, policemen, etc.? Kindly let me hear through your valuable journal. Yours Respy.,

H. C. FUELLER.

We advise you to tell your wants to J. R. Palmenberg's Sons, 710 Broadway, New York City, manufacturers of display fixtures and forms.—[Ed. P. I.

## IN TROY.

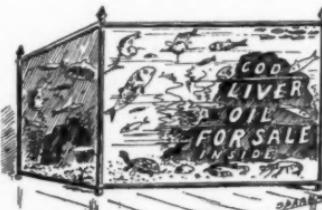
TROY, N. Y., Jan. 30, 1900.

*Editor of Printers' Ink:*

During the tie-up of the trolley line with the strike last week one of the department stores advertised that they would send salesmen on request to the homes of customers with samples of goods and take orders.

Very truly yours,

FRANK G. MACOMBER.



A NEW ADVERTISING MEDIUM: HOW A FULTON STREET (BROOKLYN) DEALER DOES IT.

## FOR AN OPTICIAN.

Mr. J. T. Henshaw, of 736 Thirteenth street, N. W., Washington, D. C., sends the following epigrams as suitable for opticians:

He who sees his opportunities and takes advantage of them will have much to be thankful for. Let us help you to see. We are scientific opticians.

The glass you take socially as an "Eye Opener" does not accomplish that purpose. We are scientific opticians, so have a glass with us.

We can't help you see into the future, but we make the present plain.

St. Paul saw through a glass darkly. We make you to see through a glass clearly. We are scientific opticians.

## PHILOSOPHY FROM PORT HURON.

The man who stops advertising is forgotten about as soon as the man who stops living, and the rapidity with which the forgetting business gets in its work after we are out of sight and the insurance collected is what makes some of us want to live a thousand years. Life, however, is something we cannot control, that is so far as keeping it going is concerned. But the power is in our hands to keep our advertising going, and just in proportion as we keep it going it will keep us going.—*Threshermen's Review*.

## LET'S SEE YOU DO IT.

In making your fight for trade leave out the adjectives and let the nouns do the fighting.—*Bicycle World*.

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

LINOTYPE MACHINIST wanted. References. Best work. "UNION" Printers' Ink.

WANTED—3d-hand Linotype. Address, with particulars, CHRONICLE, Southport, Ct.

NEWS EDITOR desires a position with an Independent or Republican Journal, and would purchase an interest in the plant. "N. E." care Printers' Ink.

HALF-TONES (quality guaranteed), one col. \$1;  $\frac{1}{2}$  col. \$2. Two col. \$2;  $\frac{1}{2}$  col. \$10. Larger, 10c per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

FERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men, and recommends them to publishers; no charge to employers; registration free. 16 Cedar St., Springfield, Mass.

GENTLEMAN intending to withdraw from a large special agency, of which he has been general manager for several years, would represent several good newspapers on salary basis. Address "CARD MEN" care Printers' Ink.

I HAVE had over 5 years' experience in press rooms of a first-class newspaper and general job office. Have done some reporter work. I want position as pressman, or can invest small amount of cash in the business. "PRESSMAN," 5126 Turner Ave., Elsion, Illinois.

WANTED—I desire to make arrangements with a responsible firm in New York City to sell first-class office stationery. Firm must have good commercial references or rating. Can offer such a firm a good inducement. Write for proposition. H. S. LEWIS, Beaver Falls, N. Y.

ORDERS for 5-line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes Printers' Ink for one year.

## PRINTERS' INK.

WANTED—Publisher of a good daily within 200 miles of New York, having a good plant and willing to form a connection for the purpose of extending the business into a new and profitable line, to address S. NYDER, P. O. Box 3033, N. Y.

## MAILING MACHINES.

PAN-AMERICAN, Matchless Mfg. Co., pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

## RUBBER STAMPS.

RUBBER STAMPS for business men. Send for cat. RUB. STAMP WORKS, broken Bow, Neb.

## SIGN ADVERTISING.

SIGNS that sell goods. The kind we make. Samples free. RONEMOUS & CO., Balt., Md.

## HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. ARC ENGRAVING CO., Youngstown, Ohio.

## MISCELLANEOUS.

CORNS cured. Sure cure for hard or soft corns, 25 cents, postpaid. SURE CURE CO., "D," Magnolia, Ark.

## STOCK CUTS.

HALF-TONE STOCK CUTS. Send stamp for sample sheet. THE STANDARD ENGRAVING CO. OF NEW YORK, 61 Ann St.

## SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD. 13 Spruce St., New York. Special prices to cash buyers.

## LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 635 Greenwich St., N. Y.

## JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the LEDGERETTE in job printing department. Every sale establishes permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

## TWO DAILIES—FOR SALE.

TWO of the very best daily properties in New England States—to wit: \$12,500—\$5,000 or more cash down—buys an established Republican daily in a Republican section—a practical monopoly. The situation and business can not be duplicated for many thousand dollars.

\$15,000—\$5,000 or more down—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

Dailies and weeklies for sale in other States by C. F. DAVID, Confidential Broker in Newspapers, Abington, Mass., 28 years' experience.

## NEWSPAPER BARGAINS.

\$4,000—MORE than half cash—buys a Republican daily and weekly in Indiana. A profitable business.

\$8,500—cash required \$2,500 or more—buys a money-making newspaper property in Idaho. Owner has enough money to withdraw to retire.

\$1,750—with only \$700 or more cash—buys a good weekly property in Oregon.

A reliable newspaper man with \$6,000 or more can find a great opening in Oregon.

\$4,000 buys one-half interest in a fine daily and weekly property in Illinois. An experienced man only required.

\$10,000 opens up a great proposition in Massachusetts—month of publication; weekly 2,500 circulation, etc., etc., with cash required.

Dailies and weeklies in 28 States. Send for my special list. Any reliable properties for sale.

"David" knows about them.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

## PRINTERS' INK.

## NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued December 1, 1890. Price five dollars. Sent free on receipt of price. G. O. P. ROWELL & CO., 10 Spruce St., New York.

♦♦♦

## ADVERTISING NOVELTIES.

NOVELTY Ad-Folders. Write to CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

TRICYCLE wagons for merchants, \$10; lettered to suit. ROADSTER SHOPS, Camden, N. J.

WOOD FAN HANDLES are manufactured by HANLON BRON. PAPER & MFG. CO., Barnesville, O. Large users of dealers in and printers of paper fans should write them.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

"ANTISEPTIC Whisk Brooms" are original ad novelties. They are new, attractive and worth keeping. Write for further information. ANTISEPTIC BROOM CO., Savannah, Ga.

BANNERS Bartlett system patented. The only perfect banner device on the market; adapted to all styles deck vehicles; changeable with pair 6-inch gas valves. GEO. W. BARTLETT, 134 E. Van Buren St., Chicago.

WE make cardboard lithographed advertising novelties (French or English) at such prices that you can use them in large quantities. Send five cents in stamp and receive samples by mail. DUPELL PRINTING CO., 150 Nassau St., N. Y.

THE very latest out—a puzzle novelty as much more valuable than most advertising novelties as a check is better than a note. Hard enough to solve to sustain interest and circulate from friend to friend; easy enough when you know how to make an impression; cheap enough to give away freely—will be more than a circular. Just fit in pocket or memo book. Contains your "ad" in a prominent place. Sample for 3 two-cent stamps CHAS. H. FRYER, "Resilient Advertising," 540 & 642 Ellicott Sq., Buffalo, N. Y.

## FOR SALE.

FOR SALE—Agricultural magazine, 5,000 circulation, well established; best of reasons for selling. "B. B. C." care Box 413, Madison, Wis.

\$30,000 WILL BUY the leading paper (Rep.) in a city of 35,000, whose banks do a business of \$1,500,000 a year. Paper is making from \$4,000 to \$4,500 a year. Good reasons for selling. "A. M." care Printers' Ink.

EVERY issue of Printers' Ink is religiously read by many newspaper men and printers, as well as by those who want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in Printers' Ink. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address Printers' Ink, 10 Spruce St., New York.

THE advertiser offers for sale the best equipped plant in Ohio. An experienced man with \$4,000 or \$5,000 who can prove his ability to successfully operate a concern of this kind will be given absolute control of the plant, which includes Linotype machines, Century presses and modern and first-class machinery in every department. Plant will inventory about \$20,000, employs 30 people and has contracts for 10 regular publications. This is a real opportunity. Don't waste your time answering this advertisement unless you have both cash and ability. Address P. O. Box 333, Columbus, Ohio.

NEWSPAPER SNAP—\$7,000 gets an old-established in choicest section of the Northwest. Magnificent and developing field. Buyer can clear the purchase price during 1900. Business of '99 doubled over '98, and cleared \$4,000. Plant, mostly new, cost over \$5,000. Acknowledged to be one of six best papers in the State. Big and growing circulation. Capital \$10,000. A territory where much new being invested to the extent of millions, guaranteeing an opportunity to make a great journal. Don't answer unless you have the cash, as owner wants to go into other business immediately in same town. Offer will be withdrawn after March 15th. Address "L. E." care Printers' Ink.

## ADDRESSES AND ADDRESSING.

OFFICIAL 5,500 reg'd voters, Norwich (5 districts) never copied before; \$2 per 1,000. Also supply other local and authentic. References unquestionable. 310, Box 415, Norwich, Conn.

♦♦♦

## BOOKS.

1900 BLUE BOOK. Over 6,000 names. Price \$3. 371 Fulton St., Brooklyn, N. Y.

THE MYSTERIOUS MARIE, a saucy little book, 12c, postpaid. MONITOR CO., Cincinnati, O.

NO label or coupon necessary. Just send us your name and we will send you a copy of our cook book containing over 200 recipes for cooking with wine, brandy, etc., and 50 different directions for making fancy drinks at home. C. E. SWEZEY, with Brotherhood Wine Co., N. Y. City.

## ♦♦♦ ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

HALF-TONE, zinc etchings and designing; superior grade; promptness; the cheapest place. ART ENGRAVING CO., Washington, D. C.

WE will make you a cut 2x2 inches, with lettering on it adapted to your business, whatever it is, and mail it to you ready to print, with our descriptive pamphlet of the Conger Engraving Process, which any one can use, for only two dimes. The cut is made on a Conger Engraving Plate, and can not be duplicated by any other process for less than \$1.50. THE CONGER ENGRAVING PLATE CO., Linneus, Missouri.

## ♦♦♦ ADVERTISING MEDIA.

## NICKELL MAGAZINE, Boston.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

40 WORDS, 5 times 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

A DVERTISERS' GUIDE, Newmarket, N. J. 9c. A line. Circ'n 4,500. Close 2dth. Sample free.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

SHOE TRADE JOURNAL, Chicago, has subscribers in every State in the Union, also in every Province of Canada. Rates: 15 cents a line.

NICKELL MAGAZINE ad rates, 5c, agate line; \$50 page; 5, 10 and 20 per cent dis. on 5, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Hort'l and agric'l. Actual average 5,000 last year. Growing rapidly. 5c. agate line, cash with order. No medicine ads accepted.

## HARDWARE DEALERS' MAGAZINE.

Exceeds 10,000 every issue. Three hundred regular advertisers.

DANIEL T. MALLETT, Publisher, Broadway and Murray St., New York City.

A D SENSE goes to business men once a month and carries no suggestions for the betterment of business. It's only one dollar a year, or 50 cents for 6 months' trial subscription. Send a dime for sample copy to THE AD SENSE CO., 55 Fifth Ave., Chicago.

A BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-half of the space that might be had by placing the same advertisement in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS of St. Louis, Mo., a Catholic weekly, founded in 1850, provides a paper exceeding 30,000 copies weekly. Rate, 70 cents per inch on 8 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 260 inches; 20 per cent on 500 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

## NEWSPAPER METALS.

THE right sort of stereotype and linotype metals will improve the appearance of a newspaper, will expedite the printing of the paper, will save money. E. W. BLATCHFORD & CO., 64-7 Clinton St., Chicago—"A Tower of Strength."

## NEWSPAPER PROPERTY FOR SALE.

HERE are some more specimens:

Kind.	Location.	Business.	Profit.	Price.
Weekly	N. E.	\$7,000	Good	\$1,600 for $\frac{1}{2}$
Daily	N. E.	10,000	6,000	5,000
Daily	N. E.	40,000	9,000	80,000
Weekly	N. C.	2,500	1,600	2,000
Daily	N. D.	28,000	6,000	25,000
Trade	Ill.	9,000	3,000	7,500
Weekly	Ky.	8,000	2,700	5,000

Desirable publications for \$100,000. \$150,000, \$200,000 and many others. We must know all about the applicant before giving any information. EMERSON P. HARRIS, 150 Nassau St., New York.

## ADVERTISEMENT CONSTRUCTORS.

CHAS H. FRYER.—a "Resultful" name.

MISS WOODLE makes special offer. 6 Wall St., New York.

CHAS. H. FRYER.—"Resultful Advertising," 540 & 642 Ellicott Square, Buffalo, N. Y.

ONE ad \$1. Booklets \$1 a page. CHAS. A. WOOLFOLK, 448 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents. Woman's Temple, Chicago. Write.

SOMETHING of special interest to adv'g managers of daily newspapers regarding non-adv'g business men of your town will be mailed free upon request. "BUSINESS PROMOTERS," 48 S. 9th St., Columbus, O.

USE small space. If you spend \$10 a week, my methods service \$100 a month will make your space stand right out; brings results for others ought to for you. GEO. H. HAYWOOD, 9 Amity St., New London, Conn.

THE ads that add most to the sales of advertising pharmacists are written by the MEDICAL ADVERTISING BUREAU, 100 William St., New York. A pamphlet written by them is a positive profit producer. Just inquire.

A N advertisement of any sort that does not talk to a community precisely as your best salesman would to a single customer deserves to fail, and usually does. In this belief I prepare commercial literature of all kinds. Postal cards in reply to this are wasted on me. FRANCIS L. MAULE, 403 Sansom St., Philadelphia.

MY way of following up inquiries is a paying one. I believe I can aid most any advertiser along this line, and invite correspondence from any one who is not satisfied with present results. It's your supplemental literature and your general "plan" that turn inquiries into money. It's important that this is of your campaign. Write. My business is to make it right. CHAS. H. FRYER—"Resultful Advertising," 540 & 642 Ellicott Square, Buffalo, N. Y.

THE HEYWOODS of Philadelphia are the recognized leaders in the preparation and publication of commercial literature. The practical experience of the president and active manager as a railway executive, promoter of industrial enterprises and cities, advertising agent and publisher of newspapers make the way of the Heywoods especially suitable to those who want perfect booklets. Estimates, etc., may be had by addressing THE HEYWOODS (Frank A. Heywood, president), 112 N. 12th St., Philadelphia.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the country. I am the foremost man in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

## Office of

THE TYPEWRITER-TYPE COMPANY,  
146 Franklin Street.  
BOSTON, Mass., Jan. 25, 1900.

## Editor of PRINTERS' INK:

We beg to thank you cordially for your kind notice of our new typewriter type-face as contained in January 24th copy of the paper, just received.

An inquiry mentioning it came by the first mail, following its receipt.

If we go into wider advertising than now we shall not forget your journal, having already decided that it would be a good medium for reaching users of the type, and those who need its advantages. Yours very truly,

THE TYPEWRITER-TYPE CO.

Per C. S. Wady.

Type makers and dealers in printers' materials do not, as a rule, advertise in PRINTERS' INK.

The trouble seems to be that PRINTERS' INK is a journal for advertisers, and as such does not have a large circulation among printers.

It is a fact, however, that type matters do interest PRINTERS' INK readers and their trade can be had by advertising in PRINTERS' INK.

The type foundries just now are turning out more display type than ever before, and they account for the fact by quoting instances where the demand comes from some advertiser who wants a special type to make his advertising distinctive.

Advertisers do not buy type, but their printers are given specific instructions to use such and such a type. At first glance it may not appear sensible to advertise in PRINTERS' INK, but the maker who reasons out cause and effect will see in the end that by advertising in PRINTERS' INK he gets at the cause, and influences to a greater or less extent the business which is now being done in type buying.

The classified advertising at 25 cents a line will be found effective.

Address PRINTERS' INK, 10 Spruce street, New York.

# WE ARE SO FULL

about what we can now offer you, that we  
These facts are

## Car Advertising

# BROOKLYN

The best equipped, the greatest and finest

**It runs direct to New York.**

**It is the most prosperous line running.**

**The advertising cards are the largest size (the lines are 11 by 21).**

**The cards are displayed in concave frames, and \$118.80 a month will give you a card in**

If you want a poster display on the stations, it costs little and does good company, for example : Carter's Little Liver Pills ; America Tobacco Company ; Advertiser ; New York Herald ; New York World ; Quaker Oats ; La Belle Dress Shield ; Ever Ready Dress Stay ; Walter Baker Co. and the Pen ; Ivory Soap ; Rambler Bicycles ; Hood's Sarsaparilla ; Allou's Pickles ; Derby Desk and many others.

Try it ! It's cheap and it's good. Particulars cost nothing, write us and we hear from you.

**GEO. KISSAM & CO.**

# ALIOF ENTHUSIASM

, that've simply got to unload a few facts.  
acts in regard to

## Starting in the

# ALIOF 'L' ROAD

and fast all-round line in Greater New York.

runners.  
largest size—16 by 24 inches (cards in other

size, making them much easier to read.  
can in every car on the line.

ittle and does great good, 126 stations for \$100.00 a month. You get in  
America Tobacco Co.; New York Journal; Mail and Express; Commer-  
-aker's; Sterling Pianos; Franco-American Soups; Pierce Bicycles;  
er Co.; Standard Dictionary; Cascarets; West Shore Railroad; Spencerian  
; Alka's Porous Plasters; H-O; Ferris' Hams; Kayser Glove; Heinz

thing write for them and we'll promise not to worry you to death after

0, 253 Broadway, N. Y.

**PRINTERS' INK.**  
A JOURNAL FOR ADVERTISERS.  
Issued every Wednesday. Ten cents a copy.  
Subscription price, five dollars a year, in advance.  
Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to have a new edition of five hundred copies for \$30, or a special reduced printing rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advtg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.  
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, FEB. 7, 1900.

IN a paper read before the National Retail Grocers' Association Convention, at Cleveland, O., Jan. 16, 17 and 18, Mr. F. N. Barrett, editor of the *American Grocer*, said, among other things:

I am bold enough to assert that any article of food would be driven out of the market, no matter how extensively advertised, if it were discredited and thrown out of stock by the 300,000 distributors of food in the United States.

PRINTERS' INK is told by a person who should know, that the appropriation made by the J. C. Ayer Company, for using the double decker pages in the New York *Journal* and San Francisco (Cal.) *Examiner* every other Sunday for a year, consumes about one-fifth of the entire Ayer appropriation for newspaper advertising for the year.

THERE is said to be civil war in the office of the *National Advertiser*. That publication is owned by two people named, respectively, Hill and Eiker, and they have "fallen out"—it is rumored—to such an extent that salaries in the office have been "held up" for some time. The "row" is said to have resulted from the desire to "oust" Eiker and he is asserted to have declared that he would "break up the whole concern" before he would "get out." At the present writing no blood has been shed.

The best way to learn to write good advertisements is to read good advertisements.—*New York Evening Journal*.

Why reading good advertisements should enable one to learn how to write good advertisements any more than reading good novels should enable one to write good novels, is not clear to the uninitiated observer.

ON March 13th Rev. Charles M. Sheldon, author of "In His Steps," will assume editorial and business control of the Topeka (Kans.) *Capital* for a week and endeavor to show the kind of newspaper he believes Jesus would produce in these days, in the same manner as editor Norman did in "In His Steps." Certain varieties of news and advertisements will, of course, be omitted. The experiment will be an interesting one. Business Manager Sheldon, it may be assumed, will always inform advertisers as to the extent of the circulation of his newspaper, on the theory that that is what Jesus would do—as he surely would.

THE question of the agent's commission does not interest the ordinary advertiser. He has become accustomed to having the publisher pay it, and appears to be content to have that arrangement continue. It may be true, probably often is true, that the amount of the commission occasionally bribes the advertising agent to induce the advertiser to enter certain media that can hardly be looked upon as being best adapted for the purpose in view; but it is difficult to convince the ordinary advertiser that this happens frequently, for the latter believes that he really selects the publications to be used to a great extent himself. When it is suggested that he should pay a certain commission which others have assumed in the past, it looks to him like an additional burden, and he feels a certain sympathy with the agent when the agent crosses the publication off the list with the observation that the publisher is a "crank." All this applies without any consideration as to the real merits of the question from whom the agent's commission should come.

THE edition of PRINTERS' INK for Jan. 31st was 22,075 copies.

"MR. PERKINS OF PORTLAND," by Ellis Parker Butler, in the *Century* for February, is a humorous story of an advertiser which should interest advertisers.

"CREOSOTED Timber: Its Preparation and Uses," a 122-page cloth-bound book issued by the Norfolk Creosoting Company of Norfolk, is one of a kind of advertising books that appear to have come into fashion recently: a scientific technical subject treated in a way to be interesting to the ordinary reader. Mr. Frank A. Heywood, who wrote it and whose firm of publishers brought it out, says:

The publisher's bill for 2,500 copies in English and 2,500 in Spanish was \$2,500; preparation of copy, translation, etc., amounted to \$2,500 more. If the book has merit—and many engineers state that it has set the pace for technical works designed to advertise the companies which they represent—it is largely due to President E. A. Buell, who gave us carte blanche, and whose only directions were "make other engineering books look like Kansas twisters."

EIGHT thousand manuscripts were received by *The Ladies' Home Journal* during the year just closed. Each was given a careful reading, but out of the number only eighty were found worthy of publication. The manuscript bureau of *The Ladies' Home Journal* is operated at a large expense, but the hope of discovering new writers or some aspirants with undeveloped talent warrants the outlay. It can be seen that the articles secured by such a careful winnowing process bring the cost of each up to and above the remuneration paid our best writers. These facts bring refutation to the oft-repeated but none the less erroneous assertion that only well-known writers of established literary reputation are able to find a place for their work in the magazines. Exactly the contrary is true. *The Ladies' Home Journal*, through the manuscripts considered, has discovered three or four new writers of merit and promise, and this "find" its editor regards as warranting the large outlay of a bureau for reading all the manuscripts submitted.

LET YOUR ADS TALK.

Two interesting cases concerning copyright have recently come before the courts. In the case of Bolles vs. Outing, before the Supreme Court, it was decided that for infringed photographs one dollar per copy could be recovered "for each copy of the infringement which at the time of the announcement of the action was found by the photographer to be in the possession of the magazine and available for seizure, and that no penalties can be collected for such copies as had been previously distributed and sold," which shatters the idea universally held that one dollar could be secured for each copy shown to have been printed. The other case came up before the United States Circuit Court in New York before Judge Wallace and a jury, and involved the value of copyright on photographs. One of PRINTERS' INK's contemporaries comments on it as follows:

The Copyright League's counsel instituted a suit for \$5,000 damages against Zucker, Levett & Loeb, who make a household preparation that has been advertised by a poster in which appears a woman's figure. It was contended that the figure was reproduced from a photograph of a chorus girl in a Broadway theater which had been made and copyrighted by Jacob Schloss. Schloss testified that he had made the photograph, that he had instructed the young woman how to pose to make the picture artistic and that he had copyrighted the photograph. He brought one of the photographs to court. The defense said that an advertising poster design had been ordered by them from Gibbs & Williams, lithographers; that they had supposed the design original, and that they had ordered several thousand posters. So soon as some of these had been put in the street cars a clerk of the prosecuting law firm, with a summons and complaint, and accompanied by a United States marshal, called on the defendants, who were advised, one of them said, to settle the claim for violation of the copyright law. This suggestion the defendants decided not to comply with, not believing that they had violated the law, and holding that if it had been violated the publishers of the posters, the lithographers, were the ones who had infringed the copyright. Their counsel contended that the photograph in question was not artistic and was not a proper subject for copyright. This issue Judge Wallace gave to the jury to determine as a matter of fact. The jury decided for the defendants. If the precedent set by this case stands it may be found that the copyright on photographs of stage celebrities is without value.

## BUFFALO DAILIES AGAIN.

Mr. Chas. H. Fryer, an advertisement writer of Buffalo, N. Y., whose business should make him informed on the subject on which he writes, sends PRINTERS' INK the following letter:

I read with great interest in your issue of January 24th the article by Mr. Blennerhassett Jones on "Buffalo Dailies." The figures given in the first part of his article I think are correct, and his history of the wonderful success of the *Courier* and *Enquirer* is certainly not exaggerated. But I do wish to take serious exception to the statements made regarding the Buffalo *Commercial*. This paper holds the same point in this city as the Chicago *Post* and the New York *Post* do in their respective cities, except that it differs from the latter in so far as it is always fair in everything it says. The circulation accorded to it of 12,000 is probably a trifle under-estimated, although pretty nearly correct, but when Mr. Jones states that its news gathering facilities are limited and that most of its space is occupied by clippings, he is certainly "way off." Those who appreciate good journalism admit that the *Commercial* is the best edited paper in Buffalo. Its telegraphic news is more plentiful and reliable than that furnished by any other paper in Buffalo, and its news gathering facilities are limited only to the extent that it does not make a feature of murders, society scandals and the like. While its circulation is comparatively small, it is certainly entitled to the bulls eye accorded to it by the American Newspaper Directory, and brings excellent results for those who appeal to people of money.

As one who has handled the advertising of various well known Buffalo residents, I have been able to make a very thorough study of local conditions, and believe that the Buffalo newspaper field from an advertising standpoint can be summed up as follows:

Buffalo is a city which cannot be thoroughly covered by any one paper, as is the case with Rochester, but those who have an article which appeals to the masses can cover the city better with the *Courier* and *Enquirer* than with any other papers, although it would be necessary to add the *Times* in order to reach the straight Democrats and a large portion of the English speaking Germans. I give the *Courier* and *Enquirer* the palm, because I consider that they have the largest circulation and bring the best results in proportion to price, and I consider that the *News* will bring more results per thousand of circulation than any of the other papers mentioned, but unfortunately its rates are so high in proportion to the rates charged by the other papers, that it should only be added by those who have plenty of money to spend and wish to cover the town thoroughly.

On the other hand, those with a very high-grade article cannot do without the *Commercial* and the *Sunday Illustrated Express*, and literary and financial advertisers would also need the daily *Express*.

In addition, let me mention the fact

that I have known the Buffalo *Commercial* to bring excellent results even on a bargain sale.

So far as Sunday papers are concerned, the illustrated portion of the *Express* stands way ahead of all the others, but the news columns of the *Courier* seem to discount the news columns of the *Express*, except in a case of very high-grade advertising. The other Sunday papers in the city do not cut any figure at all.

## IN ST. LOUIS.

The St. Louis (Mo.) *Post-Dispatch* has issued what it calls "A Balance Sheet," making a comparison of the claims published by the *Post-Dispatch*, *Republic* and *Globe-Democrat* in circulation, want advertising and the totals of all advertising. Summaries follow:

## CIRCULATIONS.

SUNDAY GLOBE-DEMOCRAT.

Jan. 1899—95,789  
Nov. 1899—96,993—gain 1,204 copies.

SUNDAY REPUBLIC.

Jan. 1899—78,580  
Nov. 1899—82,100—gain 3,570 copies.

SUNDAY POST-DISPATCH.

Jan. 1899—92,759  
Dec. 1899—142,169—gain 49,410 copies.

## WANT ADVERTISING.

GLOBE-DEMOCRAT.

1898 printed 253,878 want ads.  
1899 printed 261,627 want ads.

—gain of 7,749 wants.

POST-DISPATCH.

1898 printed 234,341 want ads.  
1899 printed 276,150 want ads.

—gain of 41,809 wants.

## TOTAL ADVERTISING CARRIED.

GLOBE-DEMOCRAT

In 1898 printed 12,946 columns of advtg.  
In 1899 printed 13,702 columns of advtg.  
—showing a gain of 756 columns.

REPUBLIC

In 1898 printed 10,692 columns of advtg.  
In 1899 printed 11,477 columns of advtg.  
—showing a gain of 785 columns.

POST-DISPATCH

In 1898 printed 11,466 columns of advtg.  
In 1899 printed 14,149 columns of advtg.  
—showing a gain of 2,683 columns.

From these figures Mr. S. C. Beckwith, the special representative of the *Post-Dispatch*, deduces the claim that while all the papers of St. Louis have had a good year in 1899, the *Post-Dispatch* has made the biggest strides. He calculates that the percentage of increase enjoyed by the *Post-Dispatch* during the year has been as follows: Circulation, 53 per cent; want ads, 17 per cent; total paid advertising, 23 per cent.

I never heard of a man who advertised thoroughly, carefully, persistently and regularly for a whole year that was not afterwards an advocate of advertising.—*London Mills (Ill.) Times*.



"PRINTERS' INK" OFFERS A STERLING SILVER SUGAR BOWL TO THE  
NEWSPAPER PRINTED EAST OF THE MISSISSIPPI RIVER BUT OUTSIDE OF THE  
CITIES OF NEW YORK AND CHICAGO THAT GIVES ADVERTISERS THE BEST  
SERVICE IN PROPORTION TO THE PRICE CHARGED. NEWSPAPERS BELIEVING  
THEMSELVES ELIGIBLE ARE INVITED TO SET FORTH THEIR CLAIMS IN A LET-  
TER TO THE EDITOR OF "PRINTERS' INK."

## THE THIRD SUGAR BOWL.

Office of  
"THE WILKES-BARRE RECORD,"  
Johnson & Powell, Props.  
WILKES-BARRE, Pa., Jan. 20, 1900.

*Editor of Printers' Ink:*

The *Record* wants the Sugar Bowl that is offered by PRINTERS' INK to the daily paper printed east of the Mississippi River, outside the cities of New York and Chicago, that gives advertisers the best service in proportion to the price demanded, and the reasons why the award should be made to it are herewith inclosed. — Very truly yours,

J. ANDREW BOYD, Bus. Mgr.  
THE PLACE.

Wilkes-Barre, Pennsylvania, is located on the eastern bank of the Susquehanna river, in the far-famed Wyoming Valley, the heart of the anthracite coal regions. It is noted for its handsome residences, fine public buildings, wealth and culture.

The area of the city is four and a half square miles. It has eight miles of asphalted streets, and over seventeen miles of other paved streets. The population is about 55,000, and it is the county seat of Luzerne County, the population of which is about 280,000. The city has seventy-five miles of electric railway, connecting all suburban towns within a distance of ten miles. The streets are lighted with electricity and gas. Cheap and inexhaustible supply of anthracite coal. Seven railroads, running 100 trains daily. Many large industries—silk mills, lace mills, hosiery mills, wire rope works, axe works, iron

works, cutlery works, underwear factories, etc. Eight banks with capital and surplus of over \$3,000,000 and deposits of over \$8,000,000. Four daily and sixteen weekly newspapers; two hospitals, free library, fifty churches, board of trade and commercial clubs, finest public and private schools in the State, about a dozen large hotels, etc., etc.

## THE PAPER.

The Wilkes-Barre *Record* is the leading paper in the territory above described, for the following reasons:

First.—It is the oldest daily in the city, having been established in 1873. The *Weekly Record* was established in 1832.

*Second.*—It is the largest daily paper in the State, outside the cities of Philadelphia and Pittsburg, being 12, 14 and 16 pages, seven columns to the page.

Third.—It has the largest circulation

by far of any paper in Wilkes-Barre, the sworn average circulation for 1899 being 11,243 copies daily. It is the only paper in this territory that prints its circulation figures every day, and presents a sworn statement of the same at the end of each month. Its gain in circulation since 1890 has averaged about 1,000 year.

**Fourth.**—It has built up a clientele that is unequalled by any paper in this section of the State, as it consists of readers who represent the best influences in any community. The subscribers and readers of the *Record* are the producing and purchasing classes, and it is because of this constituency that the *Record* is a most important factor in the commercial and social life of the city; and as an ad-

vertising medium is unexcelled in its field.

*Fifth.*—It is ably edited, and is widely quoted throughout the State, and is considered one of the best inland newspapers in the great State of Pennsylvania. It has its own salaried correspondents in nearly every town and borough in the county, and by means of this unique organization it is peculiarly the paper of Luzerne and adjoining counties, giving the happenings each day of such matters as go to make up the life of every community.

*Sixth.*—Almost its entire circulation is handled by its own exclusive agents and carriers in over 100 towns, cities and hamlets within 100 miles of Wilkes-Barre. These agents and carriers deliver the *Record* at the homes of subscribers who pay for it by the month, and the transient customers and sales on the street and over the counter amount to less than five per cent of the entire circulation.

*Seventh.*—In recognition of its many points of excellence it has a larger advertising patronage than any other paper in the State, excluding two or three papers in Philadelphia and Pittsburg. It is not uncommon to find in a single issue, consisting of from 12 to 16 pages, from 40 to 60 columns of advertisements, all of which are as carefully edited as the news matter, and no questionable advertising of any kind is admitted to its columns. No restriction is placed upon the use of cuts, nor is any extra charge made for broken column rules.

*Eighth.*—It is not a penny paper, but a two-cent paper, 50 cents per month and \$6.00 a year, and is published every week-day morning. It has no Sunday edition.

*Ninth.*—The advertising rates are low, too low in fact in proportion to the service rendered. The rate for mercantile advertising, by the year, is only 12½ cents an inch per issue, on a minimum of six inches, which on the basis of 11,000 circulation is less than one-fourteenth of a cent per agate line per 1,000 circulation. No advertisements are inserted free, want ads are one cent per word and other classified ads and announcements are 10 cents per line.

A good paper, a good field, a low rate, and an excellent presentation of the facts. More such interesting communications are invited. The Sugar Bowl is worth the effort involved in putting one's best foot forward.

Office of  
HENRY BRIGHT,  
43-45 Tribune Building,  
NEW YORK, Jan. 20, 1900.

*Editor of PRINTERS' INK:*

I desire to bring to your attention as a candidate for the Sugar Bowl, the *Buffalo Times*, the value of which, as an advertising medium, is based upon the following facts:

The *Times* is the only Democratic paper in Buffalo and is acknowledged to be the leading Democratic newspaper in New York State outside of New York City.

The circulation of the *Times* is among the class of people particularly sus-

ceptible to the argument of advertisers and particularly well calculated to buy advertised goods. Its circulation is of a character which is not possible to be secured by any other paper within the territory covered by the *Times*.

The actual circulation for 1899 on the daily edition is in excess of 41,000 copies average, and the rate charged is .05 1-10 cents net per line, or one-eighth of a cent per line per thousand circulation, which in the territory referred to is the most favorable price on a proven circulation.

The circulation of the *Buffalo Times* is not a matter of the past as far as attention to the department is concerned, as it is being constantly developed and improved and since Dec. 4th there have been added to the said circulation 4,740 copies daily.

The *Times* is held in such esteem by the local houses in Buffalo that it is most liberally patronized by them.

The local display advertising prior to Christmas was larger in the *Times* than in any other paper published in Buffalo.

Yours very truly, HENRY BRIGHT,

Mgr. Foreign Advtg.

A peculiar fact about the *Buffalo Times* is that since 1895, in which it was accorded a rating in figures in the American Newspaper Directory of 34,127, it has been mum about its circulation figures, save in the year 1898, the year of the Spanish-American war, when it claimed and was accorded 39,287 for the daily and 20,507 for the Sunday edition. In a page advertisement in the December, 1899, edition of the American Newspaper Directory the *Times* prides itself upon this 1898 edition, and gives letters from paper manufacturers to show that the amount of paper to put forth such an edition was actually delivered, but says absolutely nothing about 1899. What does this indicate or imply?

—[EDITOR PRINTERS' INK.]

#### AN INSURANCE ARGUMENT.

The Penn Mutual Life, of Philadelphia, argues as follows in an ad:

When you die your salary stops—your earning power ceases.

If you are a professional man your income dies with you.

If you have an estate—or a business—its value will probably be largely decreased.

But your debts don't die—they become liabilities against your estate—unless—

Yes, there's an unless. If Life Assurance comes to the rescue your debts will die with you.

And your debt to your family will be discharged.

Learn all about the subject (no obligation imposed) by addressing The Penn Mutual Life, of Philadelphia.

\*\*\*

MAKE your ad easy to read in type, language and illustration.—Rhode Island Advertiser, Providence.

## PATENTS AND THE PARIS EXPOSITION.

The French government has recently passed a law pertaining to inventions and trade-marks of articles to be exhibited at the exposition, in Paris, this year. The regular French law governing patents does not permit the exhibition of an invention in French territory prior to the application for a patent. The new law gives the inventor until three months after the close of the exposition to apply for a French patent. Under the old law the importation of a patented article into France without permission from the government vitiated the patent right, but the new law provides that exhibits may enter the country without danger to existing patents. The regular law requires that patented articles must be made in France within a certain time after the patent has been granted. The new act provides that all holders of French patents who may exhibit such articles as are covered by their patents will be entitled to count the period of the exposition and three months' additional time as equivalent to manufacture in France. This will effect a saving in many cases equal to the cost of exhibition, especially in complicated construction or large articles of manufacture. The exposition opens Saturday, April 14, and closes Monday, Nov. 5. The laws of France against counterfeiting trade-marks are severe, having a penal clause, accompanied by seizure of goods bearing the infringement. The new act outlines the method of procedure against counterfeits. The official list of trade-marks and copies of the French patent and trade-mark laws and treatises thereon are placed at the disposal of exhibitors without charge by the United States Trade-Mark Association, Mutual Life Building, New York, in order that exhibitors or their representatives may know in advance what trade-marks are registered by the French government.—*Railway Review.*

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell Co., was the first of the numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertiser who is known to all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

## RELIGIOUS.

## BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circn for 1899, 6,275 weekly.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 5-line initial letter. Must be handed in one week in advance.

## CONNECTICUT.

A DIVERTIBERS who desire to reach the rich field of Eastern Connecticut should put the DAY, New London, on their list. It has much the largest circulation and is always willing to show what it is.

## GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 25,000 monthly. Covers South and Southwest. Advertising rates very low.

## MAINE.

THE COURIER-GAZETTE, twice a week, Rockland, Me., is 54 years old, always been full of local advertising—in 1899 printed the most of any year in its history. Circulation stated in Rowell's

## CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARS ADVERTISING AGENCY, Montreal.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.



COIN CARDS.—Any printing you wish. Six hole (like cut), \$4 per M; 100 pre-paid, 70c.; 1 doz., 10c. One-hole, any printing, \$2 per M. THE STATIONERS' MFG. CO., Detroit, Mich.

## A

New York City  
"Special"

with twenty consecutive years' experience in this field as an advertising agent, acquainted personally with all large advertisers, desires one or two more mediums to represent in the Metropolitan district. Dailies, weeklies or monthlies, with large circulation. Commission basis entirely.

Address, "EXPERIENCE,"  
care Printers' Ink.

**Montgomery, Ala., 40,000**  
(CITY AND SUBURBS.)

# The Journal

Only  
Afternoon  
Paper

## Latest Information CONCERNING NEWSPAPER CIRCULATIONS.

**I**NVALUABLE for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published December 1, 1899. 31st year; 4th quarterly issue; 1,408 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

# Booklets Advertisements Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,  
10 SPRUCE STREET, NEW YORK.**

The 1,400 Methodist churches of New England own \$13,700,000 worth of church property, not mentioning two universities and seven seminaries. These people have one religious paper,

## ZION'S HERALD

which is unique in this way. If you have anything which appeals to these people you can put it before them in their paper at small cost. Box 3,686, Boston, Mass.



### A COUNTRY NEWSPAPER, PERHAPS

with all its hold on its readers and its thorough-going localness, but a Metropolitan daily, too, with handsome building, Mergenthalers, perfecting presses, numerous writers and a big revenue. Caters to the most prosperous people in the whole busy Keystone State. Has 7,200 daily circulation; no rival has one-fifth so many. Covers Chester City, Delaware County, and southeastern corner of Pennsylvania, and does it thoroughly. A home paper. More foreign advertising than any local daily in Pennsylvania.

Write for Rates.

CHESTER TIMES, Chester, Pa.

## THE LEADING ADVERTISERS

The following is a list of general advertisers who used

### The Joliet News during 1899:

National Biscuit Co.  
Sherwin-Wiliams Paint Co.  
Royal Baking Powder Co.  
Calumet Baking Powder Co.  
Dr. Green's Nevura  
Lyon's Plaster  
Warren's Safe Cure  
Weiss, Richardson Co.  
Centaur Co.  
Booth's Hyomed  
Chattanooga Med. Co.  
Peruna Drug Co.  
Scott & Bowne  
Paris Medicine Co.  
National Lead Co.

F. Ad Richter Co.  
Thompson & Taylor Spice Co.  
Orangeine Chemical Co.  
Keely Institute  
Theatre Co.  
John Morris & Co.  
Listman Mill Co.  
Ripans Chemical Co.  
Johnston-Holloway Co.  
Carl Upman  
J. C. Ayer Co.  
C. I. Hood Co.  
Detroit Stove Works  
W. L. Douglas Co.  
New York Life Ins. Co.

Postum Cereal Co.  
Pyramid Co.  
F. A. Stuart Co.  
N. K. Fairbanks Co.  
African Bros.  
Charles E. Hinck Co.  
Nichols & Shepard Co.  
Standard Oil Co.  
Youth's Companion  
Graino & Footsease  
O'Donohue Coffee Co.  
Thomas Beecham  
Pope Mfg. Co.  
The Swift Specific Co.  
World's Med. Disp. Ass'n

There were many other firms in addition to the above who expended small amounts. The number includes nearly all the leading and reputable advertisers of the country, which is very flattering to the NEWS.

## The Pawtucket (R. I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. **Write for rates.**

**THE TRIBUNE PUBLISHING CO., Pawtucket, R. I.**

J. W. BUCKMASTER, Advertising Manager.

**MODERN** appliances mean reduced cost, better work, quicker work, etc.  
Why, when it comes to

## Printing

we certainly ought to stand at the head. We have one of the largest and most complete up-to-date plants. Our own three-story building, containing 30,000 square feet of floor space, includes complete pamphlet bindery.

We discount our bills, you know that means rock bottom prices.

## Booklets

and advertising literature are our specialty. On runs of 100,000 and up, we are prepared to give figures that will be to your advantage.

A line to us may save you many dollars. Try it.

**THE DANBURY MEDICAL PRINTING CO., DANBURY, CONN.**

# STATISTICS SAY

That the Klondike output for one year is \$11,000,000.

Statistics prove that the value of the American poultry product is over \$300,000,000 a year—nearly thirty times greater than the Klondike wealth. Surprises you, doesn't it?

Shows the enormous number of people engaged in the poultry industry—by far the most profitable branch of farming.

Nearly 30,000 of them are reached by Farm-Poultry, the giant paper of its class.

A semi-monthly circulation that is genuine, honest, and paid for in advance.

A circulation not based on sample copies, "lists," or dead-heads, but gained by legitimate methods—mostly by advertising in best papers at a cost of thousands of dollars annually.

Over 12,000 copies sold monthly on news-stands.

Read by thousands of women who do most of the buying—who have money to spend.

Shoes, corsets, furniture—everything good—appeals to them, hence the value of general advertising in Farm-Poultry.

Advertising rate, with discounts for time or space, also sample copies sent for asking.

**Farm-Poultry, BOSTON,  
MASS.**

DO YOU KNOW  
that  
**The Church Progress**  
is the best  
**CATHOLIC MEDIUM**  
In the West?  
Try it and you will be convinced.  
Established 1878.—Circulation now 32,000.  
For Advertising Rates apply to  
J. P. STAMM, 520 FULLERTON BUILDING, ST. LOUIS,  
Or to any Reliable Agency.

*The Lowest-priced Magazine Advertising in America.  
Figure it out for yourself.*

# NICKELL MAGAZINE

*The Only 5c. Illustrated Monthly  
Magazine in the World.*

## PAYS ADVERTISERS.

*Here is what one advertiser says:*

*Publishers Nickell Magazine:*

**GENTLEMEN:**—Please enter our order for another year at price quoted in your favor of Sept. 29, for space of one-fourth page. We prefer not to miss a single insertion, and you are authorized to use our old electrotype until the new design is delivered to you.

The Nickell Magazine has paid us much better than some of the magazines that make larger claims. Wishing you a large share of success, we remain

OHIO ELECTRIC WORKS, Cleveland, Ohio.

— and “there are others.”

# The NICKELL MAGAZINE

Advertising Rates are very low—30 cents an agate line and \$50 a page, with 5, 10 and 20 per cent discount on 3, 6 and 12 months' orders. Circulation claims guaranteed by a \$1,000 forfeit. Circulation statement, rate cards and sample copies can be had of all reputable advertising agencies or the publishers,

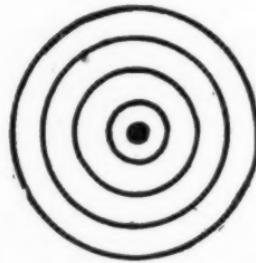
**THE POTTER-KENDALL CO., Boston, Mass.**

\* This mark, familiarly known as the bulls eye (bull's eye), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (◎).

THE  
**Brooklyn Daily Eagle**

Is in this Class and if you  
Advertise in its Columns

**YOU WILL HIT**



**THE BULL'S EYE**

—  
**ONE RATE TO ALL.**

**No Extras for Display Type or Cuts.**

If you are troubled  
With colicky pains;  
Ripans Tabules,  
Our doctor explains,  
Are easy to try  
And cheaper to buy  
Than a tombstone  
To mark your remains.

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain; induce sleep, and prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical Co., to Spruce St., New York City.

# Why?

## "The Land of Sunshine".

Because

It has no competitors in Southern California: a field 1,154 square miles larger than the total area of Connecticut, Delaware, Massachusetts, New Hampshire, New Jersey, Rhode Island and Vermont. Southern California has natural resources of thirty-three million dollars a year, yet depends upon imported goods for manufactured articles.

THE  
"LAND OF SUNSHINE"  
in circulation, personnel, character  
and standing is

The Magazine  
of California and  
the West!

For rates and sample copy  
write

THE LAND OF SUNSHINE PUB'G CO., Los Angeles, Cal.;  
OR  
EDGAR JOHN ARNOLD (<sup>Eastern</sup> Rep.), 13 Park Row, N. Y.

ARNOLD

I guarantee that my clients shall pay no more for advertising space than is paid by any one else under like conditions.

I work for the advertiser and not for the publisher, and all discounts and concessions are secured for the advertiser's benefit.

I am doing satisfactory work for:

R. & G. Corsets.  
General Arthur Cigars,  
Jap-a-lac,  
Seeley, Perfumer,  
S. H. & M. Skirt Bindings.

H. & I. Collars.  
Gabler Pianos,  
Maison Violet (Perfumes),  
Benedict Cigars,  
Regal Shoes.

I plan, write, illustrate, print, place and mail "good advertising." An inquiry to any of my offices will bring an intelligent reply and if desirable an intelligent man to talk things over.

**Charles Austin Bates,**

Vanderbilt Building, New York.

Chicago: Marquette Building.  
Detroit: Majestic Building.  
Buffalo: 176 Prospect Ave.  
Boston: 156 Devonshire St.

# A FEW PAPERS IN EVERY STATE

For a small expenditure covering the best daily newspapers in each State, advertisers will find the following list exceptionally desirable. We will insert an advertisement in the entire list of one hundred and nineteen papers, space of

## 6 Inches

One time, \$200  
Three times, 550  
One week, 1,000

BIRMINGHAM,	Ala.,	Age-Herald	SAINT PAUL,	Minn.,	Pioneer Press
MOBILE,	"	Register	JACKSON,	Miss.,	Clarion Ledger
MONTGOMERY,	"	Advertiser	MERIDIAN,	"	Herald
PHOENIX,	Ariz.,	Arizona Republican	VICKSBURG,	"	Herald
"	"	Herald	KANSAS CITY,	Mo.,	Star
LITTLE ROCK,	Ark.,	Arkansas Democrat	ST. LOUIS,	"	Globe Democrat
"	"	Arkansas Gazette	ANACONDA,	Mon.,	Post Dispatch
LOS ANGELES,	Cal.,	Times	BUTTE,	"	Standard
SAN FRANCISCO,	"	Bulletin	HELENA,	"	Miner
"	"	Chronicle	OMAHA,	Neb.,	Independent
DENVER,	Col.,	Examiner	"	"	World Herald
"	"	Evening Post	CONCORD,	N. H.,	Evening Monitor
BRIDGEPORT,	Conn.,	Rocky Mountain News	MANCHESTER,	"	Union
HARTFORD,	"	Evening Post	JERSEY CITY,	N. J.,	Evening Journal
NEW HAVEN,	"	Times	NEWARK,	"	Evening News
WILMINGTON,	Del.,	Evening Register	ALBUQUERQUE,	N. M.,	Journal Democrat
"	"	Evening and Commercial	BUFFALO,	N. Y.,	Evening News
WASHINGTON,	D. C.,	Morning News	"	"	Journal and Advertiser
"	"	Evening Star	NEW YORK,	"	World
JACKSONVILLE,	Fla.,	Post	CHARLOTTE,	N. C.,	News
"	"	Fla. Times-Union-Citizen	KALEIGH,	"	News Observer
ATLANTA,	Ga.,	Metropolis	FARGO,	N. D.,	Forum & Daily Repub'l'n
"	"	Constitution	GRAND FORKS,	"	Herald
MACON,	"	Journal	CINCINNATI,	Ohio,	Inquirer
SAVANNAH,	"	Telegraph	"	"	Times Star
BOISE,	Idaho,	News	CLEVELAND,	"	Leader
CHICAGO,	Ill.,	Idaho Statesman	"	"	Plain Dealer
"	"	New	GUTHRIE,	Okl.,	Oklahoma State Capital
INDIANAPOLIS,	Ind.,	Record	"	"	Evening Telegram
"	"	Tribune	PORTLAND,	Ore.,	Morning Oregonian
DES MOINES,	Ia.,	Journal	"	"	Inquirer
"	"	News	PHILADELPHIA,	Pa.,	Record
SIOUX CITY,	Ia.,	Leader	"	"	Bulletin
TOPEKA,	Kan.,	News	"	"	Post
"	"	Journal	PITTSBURG,	"	Times
WICHITA,	Kan.,	Capital	PROVIDENCE,	R. I.,	Evening Bulletin
LOUISVILLE,	Ky.,	State Journal	"	"	Evening Telegram
"	"	Eagle	"	"	Journal
NEW ORLEANS,	La.,	Times	CHARLESTON,	S. C.,	News and Courier
"	"	Item	COLUMBIA,	"	State Leader
BANGOR,	Me.,	Picayune	SIOUX FALLS,	S. D.,	Argus Leader
LEWISTON,	"	Commerce	CHATTANOOGA,	Tenn.,	Times
PORTLAND,	"	Evening Journal	MEMPHIS,	"	Commercial Appeal
BALTIMORE,	Md.,	Evening Express	NASHVILLE,	"	American
"	"	Morning Herald	DALLAS,	Tex.,	Morning News
BOSTON,	Mass.,	News	HOUSTON,	"	Post
"	"	Sun	SALT LAKE CITY,	Utah,	Salt Lake Tribune
SPRINGFIELD,	"	Globe	BURLINGTON,	Vt.,	Free Press
WORCESTER,	"	Advertiser	"	"	News
DETROIT,	"	Republican	NORFOLK,	Va.,	Virginian Pilot
"	"	T-gram	HICKMOND,	"	Dispatch
GRAND RAPIDS,	Mich.,	Free Press	SEATTLE,	Wash.,	Times
MINNEAPOLIS,	"	News Tribune	SPokane,	"	Spokesman Review
SAINST PAUL,	Minn.,	Evening Press	WHEELING,	W. Va.,	News
"	"	Journal	"	"	Register
"	"	Tribune	MILWAUKEE,	Wis.,	Evening Wisconsin
"	"	Dispatch	"	"	Journal
"	"	"	"	"	Sentinel

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10 SPRUCE STREET, NEW YORK.

## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their view upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK

It has come to be recognized by all good retailers that one of the best ways in which to win the confidence of people and to please purchasers, is by offering to refund money where the customer afterwards changes her mind, or is dissatisfied and wishes to return the goods.

There is, however, a great deal of science in refunding money. It is well to make up your mind first as to whether you are prepared or are willing to refund money in all cases where the goods are returned in good condition, and if you are determined to refund the money, then do so in a cheerful, pleasant way, as if it were just as agreeable a part of your business as selling. If you are going to refund the money in a cross, snarling manner, which impresses the customer that you are either doubting her good sense or her honest intention in bringing the goods back, then you had better not refund the money.

There are two ways of refunding—one which will really please customers and cause them to buy something else with the money at some future time and the other to refund it in such a disagreeable manner that they will probably not care to deal with you any more.

If you refund at all, refund promptly, cheerfully and with just as good grace as you would show a customer who was purchasing goods instead of getting money back.

\* \* \*

I have always advised business men, when placing advertisements, to limit them as nearly as possible to the very best publications in their respective territory and rather spend more money on those well-known and recognized profitable mediums, than to divide it and have some of it go into others of doubtful character.

The day has long passed when advertising is to be done for any

reason in the world, except that one expects to get back a fair profit from every expenditure which he may make.

If, after patronizing all the mediums in your territory which you know to be valuable, you are still desirous of placing advertisements with other and small papers, it will be a great advantage to you to carefully consider each paper individually before you spend your money with it.

The amount of paid circulation of the paper and the class of its readers are usually the two points which it is most necessary to consider.

Any one who has had considerable experience in placing advertisements can very soon learn so much about newspapers in general that without difficulty, he can tell which are good ones and which are poor ones.

There are certain things about a small paper which appear on its face and which no amount of pains can usually erase, which will show pretty much the character, etc., of any publication. Again, you can get a great deal of information as to the standing of the paper and how likely it is to benefit your business, by the manner in which you are solicited for an advertisement. I suppose, of course, in this case that you are asked to advertise by some person in authority about the paper who is well acquainted with the business, etc. Very often young or new solicitors will make claims for the papers which cannot be substantiated and which will show on the face of them that they are very green at the work.

In considering small newspapers in general, you can very often get at the worth of the paper by finding out how many concessions they are willing to make. The paper that offers you too much for what you expect to pay is usually

only promising you things that they will be unable to perform.

I was solicited not long ago by the proprietor of a country newspaper who wanted the business of one of my clients and who claimed to have for his paper a circulation of about 3,500 copies per week. The solicitor first began by stating that his paper covered the territory in which it was published, very thoroughly; that he was positive that ninety-nine families out of every 100 in his county were constant readers of his journal. For this circulation of 3,500 he offered to sell space at the price of 20 cents per inch. Finally, upon a little coaxing, he said he would make a contract for 15 cents per inch, and finding that this did not secure the contract he at last dropped to 10 cents per inch. As a still further inducement, he stated that his personal influence was very great among the people of the town in which he was located and that he knew that outside of the paper he could work for my client to very great advantage. He claimed to have sent a number of persons to my client's store who had purchased, at various times, a great many dollars' worth of goods; and on the whole he was willing almost to be their slave for any length of time, provided I would run a ten-inch advertisement with him. Not only this, but he kindly volunteered if I would take the advertisement to send a copy of his mailing list so that they could also, in conjunction, mail each of his readers a copy of their catalogue.

When I came to figure down that a ten-inch advertisement at 10 cents an inch only amounted to a dollar a week, I thought that the party was willing to sell out rather cheaply and at a much smaller price than any person having a paper of the circulation that he claimed could afford to do.

I finally stated to the gentleman that in placing advertisements I was not so greedy that I wanted to buy a man's body and soul, and that all I was after was to get a reasonable return for the money expended and some kind of an assurance that it would bring back a profit, and as I did not believe

that his paper could do this for my client, I was compelled to decline to advertise.

It is, therefore, not always the paper which will offer you the most that is going to make you the best advertising medium.

Persons who have something of real value to sell, while they may be willing to make a reasonable concession in order to secure your business, are not going to give you their whole living and more too, simply for the pleasure of having your announcement in their advertising columns.

Upon investigating this paper which I have mentioned above at a future time, I found that instead of 3,500 circulation, the real paid issue of the paper was less than 300, which was just about what I had supposed was the circulation of the paper, considering the amount of extras the owner was willing to give my client for nothing.

\* \* \*

The most successful policy which can be adopted in writing any advertisement is to so word it as to win the confidence and respect of the reader. If you can make such an impression upon the reader's mind that he will believe that you are in earnest in what you say, that you really believe it yourself, and that you are laying the case before him in a plain, business-like manner, without any exaggerations or attempts to mislead him, you are nearly sure to get that person's trade.

An advertiser nowadays cannot afford to make any concealment, either about his business methods or his merchandise. Everything must be open and above-board; every policy must be a right one. There is only one sure way in which you can win the confidence of the reader, and that is to be sure that what you are saying is strictly the truth. If you believe what you are saying yourself, you are more apt to express it in a convincing manner than if you are simply trying to praise up some value that does not exist.

This is, to my mind, the whole foundation of advertising for the purpose of winning confidence.

In writing an advertisement it is

better to use a few plain, simple words easy to be understood than many high-sounding adjectives which in themselves would imply that you are trying to exaggerate. Be modest and gentle in your expressions—don't try to claim the earth for either yourself or your goods.

\* \* \*

Advertising novelties are often a good thing to give away. They possibly are not directly profitable in the matter of sales, but they keep the name of the advertiser prominent in the minds of the people and do more towards familiarizing the people with any line of business than anything else.

The novelty, however, must be, if possible, something new and something of merit. A novelty which has no further feature than simply being novel for a moment will have very little advertising quality. Something which cannot be easily forgotten, something which will be appreciated more every day will better answer the purpose and one can afford to pay a much larger price for a novelty of this description than for one which is going to be only of momentary value.

\* \* \*

Advertising must be backed up by fulfilling the promises which you make therein. You may for a moment attract attention by a particular advertisement, but if the promises which you make are not carried out, and if you have misrepresented any part of your business, this is sure to re-act upon you in the future and the loss in the long run is much greater than the gain which you have made temporarily. The only way to successfully advertise is to do so with all honesty and truth.

When a retail store's advertisements are read they are perhaps for the moment believed by the reader, but if she afterwards comes to your store and finds what you have said is not true she not only believes that you have told a falsehood in this case, but will be very likely to suspect your future statements. However, if she finds the full truth has been told she not only has faith in that one par-

ticular statement, but you have clinched your argument and won a customer for many days to come.

In advertising be particular that you emphasize the proper thing. There are some goods in which the price is the proper thing to emphasize. Everything else is of minor importance. There are other goods in which the price does not cut much figure and the quality of the goods must be emphasized.

Cheap goods, goods sold at a popular figure, should have the price brought into particular prominence. Finer goods, goods of durability, goods which are sold more particularly for their known excellency than anything else on these goods it is better to dwell upon the desirability of the article rather than upon the price, for the price is usually supposed to be about the same everywhere.

Some persons claim that talking through an advertisement and talking over the counter to a customer is practically the same thing, but this is not always the case. In talking to a customer at the counter you already have his attention. You know what you are going to say will be listened to and if it is not, you have other means of bringing yourself to the customer's attention until he does listen to you.

But in a newspaper your advertising must command attention. It must have something in it which sticks out so as to catch the eye and the mind of the reader. After the eye is caught and the attention drawn, then you can begin to talk in your advertisement in an ordinary way, the same as you would to some one at your side, but until you have attracted the people's attention your talking in a moderate type is not always likely to attract attention.

PRINTERS' INK some time since had a very true remark in its editorial column.

It said that "It is the infinitesimal flaw that renders a shaft useless, so it is the neglected details that prove disastrous to advertising." It is the little things which one man forgets and another remembers that makes one a good ad-

vertiser and the other a poor one. It is watching the little points, the little details that makes advertising profitable. One advertisement can be made so much more profitable than another by having in it possibly one little point which the other has left out.

It is really in advertising like it is in financing, take care of the dimes or little things and the dollars or big things will take care of themselves.

\* \* \*

One thing of importance to a general manager is to be acquainted with the wheels which run the business; the little cogs and springs upon which you have to depend for successful routine. If possible, do not let anything escape your notice. You want to be posted on all the little points for two reasons. One is, that in case there is a breakdown anywhere, or if any one whose duties are important is off, you can either take the place yourself and fill it satisfactorily or know how to instruct some one else so that he can carry on the business without those constant jars which come up from inexperience. Again, you want to know all the points in the business so that you can judge for yourself as to how things are going on.

The general manager should know enough about every point of the system to tell at once whether it is being carried on properly. He should be well enough acquainted with the affairs of the establishment to know how quickly and how accurately every duty should be performed. If he does not know the details of the work how is he to tell whether his business is being transacted correctly?

While in this world we have to trust largely to others to attend to our affairs, still we should be thoroughly enough posted so that when we suspect anything is going wrong in any department we can know for ourselves as to just where the trouble is and what should be done to correct that trouble.

\* \* \*

Some of the most successful retail business men keep a record of what they have done and use it as

a means of determining what is proper to do in the future.

There is an old saying that "Experience is the best teacher," but how few of us really use our experience as a guide for future work?

It is well for the retail business man or the advertiser to have day after day a complete record of just what he did during the past year and on each individual day or week let him try to do better than he has done before.

If in this week a year ago your department sold so many goods, is there not some possible way that you can arrange it by which you can beat that record? Let this memorandum apply to every particular week.

There are, of course, many instances in which you fail to even equal the record you have made before, but if it is your constant effort to excel each individual week you will be more likely to excel all along the line.

Again, let the buyer keep a memorandum of just what stock he had on hand at different periods in the last year and just how the sales compared in proportion. Let him try, if possible, to increase his sales without increasing the amount of stock he has to carry. This is where the money lies in any business. Turning over the stocks often at a small per cent of profit will eventually be more profitable than turning them over less frequently at a larger per cent.

It is the close watching in all these little points and in being careful to do better and better each season, that brings about the rapid growth of business.

\* \* \*

Are your methods of conducting business both correct and up-to-date? If they are keep right on, but if not do not be afraid to acknowledge that you are wrong and change your methods. The most foolish man in the world is the one who knows that he is not doing the best that can be done, yet, for personal pride or some other reason, is unwilling to acknowledge his mistake or make a change.

Competition is becoming so great

that you cannot afford to lose any assistance which you can get from up-to-date methods. No man can know everything and if you are really a competent and good manager you will certainly be learning new things every day so that you may make some little changes or improvements in your methods of handling certain things. Do not be afraid to change these methods; only be sure that where you do make a change you are making it for the best. Do not change, however, simply to make a change. It is very poor policy to be constantly making changes in your system or ideas unless there is some improvement to be gained by it.

Be in touch with your employees. While you, of course, should not be so familiar with them as to breed contempt, it is well to be on an easy enough footing to have them in sympathy with you and your business methods, that they may prove profitable assistants in carrying out any of your ideas if you can only infuse them with enthusiasm sufficient to make them wish to really serve you.

There is no business which employs a number of people in which there are not quite a few who could probably give the manager pointers in many lines. If this is the case why not take advantage of all these means of information? Get your employees to suggest things, to take an interest in the store and if possible see if they cannot devise some means of pushing business by which they can help you. Do not ridicule any suggestions which they may make to you. In many cases the suggestions may be poor ones, but there is no harm done if you know them to be poor.

Never find fault unless you can suggest something better. This habit of constantly finding fault with every one seems to be the tactics and the sole idea of some people.

No one has the right to pick in pieces the work of any one unless he can improve on it or can suggest some way by which the party with whom he is finding fault can improve on what has been done.

How many business men go along day after day, paying no attention to what is going on in the outside world, but with their eyes shut, looking at themselves and their inner consciousness, being all sufficient in themselves for their business purposes.

How many business men do not seem to care what other people are doing so that they mind their own business as they call it, and yet it is these same business men who are gradually falling behind in the procession and allowing other people to do the bright things and win the best trade which they might as well have.

In this latter part of the nineteenth century a business man cannot be too wide awake. He not only has to watch his own affairs, but watch everything his neighbor and competitor does also. He also ought to be acquainted with business people in other lines, as well as his own trade. The more he knows about the business affairs of other men the more apt he is to be up to date himself.

There is no man in this world that is original in himself. The old saying that there is nothing new under the sun is a true one. The only originality that exists is taking two from this source and two from another source and putting them together to make four.

Little things that we pick up from one man, combined with what we learn from another, make the original idea which is not only going to do your business credit, but put dollars in your pocket.

If you are not on the lookout for these things, but are always satisfied with your own knowledge and your own business affairs, you will never know what good you are losing or what things are being done in the world around you.

The business man of to-day must be an all-around business man, who knows what is going on in every quarter. He must not only know what is going on across the street in his neighbor's business, but he must take some bright, up-to-date journal on his line of business and must read it and keep posted on the subject of what others are doing in even distant cities.

# A NEWS INK

## **WAR.**

In a recent issue of this paper there appeared an advertisement of Geo. H. Morrill & Co., calling the bluff of Sigmund Ullman Co., relating to the news ink used by the New York *Herald*. These two concerns are constantly at loggerheads, and it seems to be a race between them as to which one can undersell the other. When I first offered news ink at 4 cents a lb., cash in advance, these same firms considered me a fit subject for a lunatic asylum, but now they are glad to sell it for less than 3 cents a lb. and give unlimited credit. I was also accused of using inferior goods in manufacturing, although raw materials were nearly forty per cent less than they are at present. One ink house fell by the wayside trying to sell too cheap, and it is only a question of time before others will follow, if they continue to sell so close to cost, and take chances of getting their money. My prices have not gone up or down, and my terms are still cash in advance. When a customer is dissatisfied with the goods I cheerfully refund the money and pay all transportation charges.

## ADDRESS

PRINTERS INK JONSON,

13 Spruce St.,

New York.

SEND FOR MY PRICE LIST OF JOB INKS.

# PRINTERS' INK

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Its advertising columns are open for the announcements of good newspapers which have a story to tell to advertisers.

The mere fact that a publisher knows the worth and value of his paper as an advertising medium will not, of itself, sell advertising space. It is the telling of the fact, the conveying of the information to other minds interested in advertising, that will make the business for him.

Nothing is permitted in the reading matter columns of PRINTERS' INK unless it is of interest to advertisers and from an advertiser's standpoint. In consequence, the reader's attention is concentrated on advertising ; nothing diverts or takes the mind off that subject, and the advertising publisher finds his man in a mood ready for the consideration of his proposition.

The publisher who desires easy access and a profitable acquaintance with advertisers will do well to advertise in PRINTERS' INK.

Address orders to

ADVERTISING  
RATES.  
\$100 a page each  
insertion.  
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PETER DOUGAN,  
Advertising Manager

PRINTERS' INK,  
10 Spruce St., New York.

Nothing in elevated railroad advertising equals the display on the.....

# Brooklyn "L"

Let us show you over this road if you desire to see real elevated railroad advertising properly done and at reasonable rates.

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253 Broadway, New York.